

E&P

October 6, 1979
Seventy-five cents

Editor & Publisher

® THE FOURTH ESTATE

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U.I.C.C.
OCT 9 1979
LIBRARY
A great newspaper is more than an admiral's hat



"Newspapers, if they are to be
interesting, must not be molested."

...Frederick the Great, 1740

San Francisco Chronicle

Copley Coup on Cuba — As Usual

It took 24 hours longer for non-clients of Copley News Service to let their readers know

Soviet combat units seen in Cuba

Exclusive

By L. Edgar Prina
Copley News Service

WASHINGTON—U.S. Intelligence has discovered new evidence that the Soviet Union has army combat units in Cuba, a U.S. government source said today.

"The CIA in a major article in its National Intelligence Daily reported new evidence affirming there is a Soviet military command structure and Soviet combat elements present on the island," an official told Copley News Service.

A Pentagon spokesman disclaimed any knowledge of the development and said nothing has changed since Defense Secretary Harold Brown told senators last month there is no evidence of any substantial increase in Soviet military personnel in Cuba in the last several years.

The National Intelligence Daily, a classified publication distributed by the Central Intelligence Agency to key officers in the U.S. intelligence committee and to certain high-ranking policy making personnel.

THE OFFICIAL said elements of a Soviet mechanized infantry and artillery battalion have been seen in Cuba.

He said the strength of the Soviet military force is estimated in the CIA report as between 100 and 200 men. He emphasized that this force is distinct from the several thousand Soviet military advisers the USSR has assigned to Cuba to help Prime Minister Fidel Castro's armed forces for the last 15 years.

When Sen. Richard B. Stone, D-Fla., wrote to President Carter July 21 expressing his concern over underfunded reports that a Soviet brigade command structure was in Cuba, he asked Carter to take "appropriate steps" to effect its removal.

Secretary of State Cyrus Vance, replying for the president, told the

senator Carter had warned Soviet President Brezhnev at the June summit meeting in Vienna that any Soviet buildup in Cuba would adversely affect relationships between the superpowers.

HE THEN repeated Brown's assertion that there is no evidence of any substantial increase in Soviet military personnel on the Caribbean island.

Stone promptly called a news conference to denounce the Vance letter as "whitewash."

The senator's letter to Carter referred to the 1962 Cuban missile crisis agreement between the U.S. and USSR, in which the Soviets promised not to reintroduce nuclear weapons into Cuba and to remove weapons from Cuba and to remove military bases would be established there.

"We have no evidence the Soviets are in violation of this understanding," Vance said.

Stone told his news conference "turn to 'CIA claims' Page 2, col. 1."

Daily Courier News

106/233 • Elgin, Illinois



Ed Prina, Copley's Washington Bureau Chief and Pentagon expert, was way ahead on this front-page story.

Even when Copley News Service slows down, it still stays ahead of the pack. Back in the 1960s, Copley News Service reported Russian missiles in Cuba SEVERAL MONTHS before any other news service.

Other big by-liners from Copley's Washington Bureau: BEN SHORE, author of the Pennsylvania Avenue columns; GRACE MARIE-ARNETT, political columnist; JAMES CARY, national affairs writer; MARGUERITE SULLIVAN, former president of the Washington Press Club; DIANE KIESEL and BOB ESTILL, congressional coverage.



Copley News Service
P.O. Box 190, San Diego, CA. 92112
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How Has Industry Responded To Rising Energy Costs?

Conservation controls energy costs.

Since 1972, the cost of energy purchased by Union Carbide has risen fivefold. In response to these increases, we've established a formal energy conservation program—monitoring energy use, making capital investments to conserve energy in our existing plants and building the latest energy-saving technologies into our new facilities.

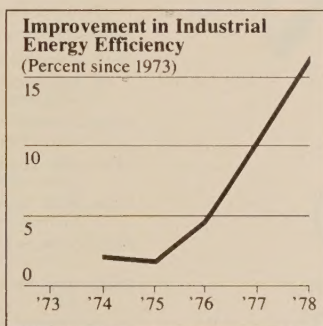
The result is that Union Carbide has reduced the energy required to produce a pound of product by more than 18 percent compared to the 1972 base year. And we recently announced further conservation goals that will bring our 1985 energy use per pound of product down another 12 percent below the 1972 figure. That means that by 1985, Union Carbide's products will be made with 30 percent less energy than was required to do the same job in 1972.

Energy conservation serves Union Carbide's self-interest because it helps keep our products competitive by offsetting rising energy costs. Obviously, our energy conservation program also serves the national interest—saving the equivalent of 1.3 million barrels of oil per year.

Industry is using energy more efficiently.

Union Carbide is only one of hundreds of companies with an ongoing commitment to energy conservation.

As the chart below indicates, the energy efficiency of American industry has improved 16 percent since 1973.



As a result of conservation, industry used less energy in 1978 than in 1973, even though production was up about 12 percent. And industry's share of total U.S. energy consumption has dropped from 40 percent to 36 percent over this interval.

Decontrolled energy prices would stimulate additional conservation.

In the public debate on the nation's energy future, more and more attention seems to focus on conservation. At Union Carbide, we believe conservation must play a major role in America's efforts to achieve energy security. Deliberate phasing out of the price controls on energy would in-

crease the incentives for all sectors of the economy to conserve—and stimulate the development of additional energy supplies as well.

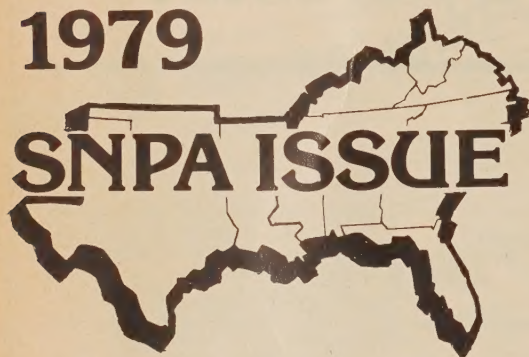
Everybody wants to see America use energy more efficiently. And while higher prices are unpopular—with consumers and with Congress—it is an unalterable fact that they are an important step in getting this job done.

For more information, write "Conservation," Union Carbide Corporation, Box H-22, 270 Park Avenue, New York, New York 10017.



E&P goes South

... with special editorial content about Southern newspapers and markets. Send along your advertising copy, directed to a bonus convention audience.



Published November 10

... providing an unmatched editorial environment for promotion of SNPA newspapers, and newspaper-related firms regularly doing business with newspapers of the South.

Act now to take advantage of the special editorial content, high readership and effective distribution of this important issue of EDITOR & PUBLISHER.

Deadline for space reservations: Oct. 29
Advertising copy deadline: Nov. 1

Reserve space now for this
SNPA showcase issue.

Editor & Publisher

575 Lexington Ave., New York NY 10022
(212) 752-7050

EDITOR & PUBLISHER CALENDAR OF EVENTS

OCTOBER							NOVEMBER							DECEMBER						
SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6			1	2	3									1
7	8	9	10	11	12	13	4	5	6	7	8	9	10	2	3	4	5	6	7	8
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28	29	30	31				25	26	27	28	29	30		23/ /29	24/ /31	25	26	27	28	29

OCTOBER

- 7-9—Ohio Circulation Manager's Association, Holiday Inn, Perrysburg.
- 7-10—United Press International's EDICON, Galleria Plaza Hotel, Houston, Texas.
- 7-10—INPA Western Regional Conference Sheraton Hotel, Spokane, Wash.
- 7-13—National Newspaper Week
- 13—International Newscarrrier Day
- 9-12—Advertising Media Credit Executives Association, Town & Country Hotel, San Diego, Calif.
- 10-13—Cal-West Circulation Managers Association meeting, Little America Hotel, Salt Lake City.
- 11-13—Suburban Newspapers of America Ad Conference, Detroit Plaza.
- 11-13—New York State Dailies Advertising Managers Bureau, Americana, Albany, N.Y.
- 11-14—New Mexico Press Association, The Inn, Farmington, N. Mex.
- 11-14—World Media Conference, sponsored by N.Y. News World, Hotel Plaza, New York City.
- 12-14—Ohio Newspaper Women's Association, Holiday Inn, Chillicothe.
- 13-17—INPA Southern Regional Conference Hyatt-Regency, Memphis, Tenn.
- 13-17—Northeast Classified Advertising Manager's Association Conference, Holiday Inn, Grand Island, N.Y.
- 14-16—Action Line Reporters Association, Key Bridge Marriott, Washington, D.C.
- 14-16—Inland Daily Press Assoc. annual meeting, Drake Hotel, Chicago.
- 15-19—Inter American Press Association, Four Seasons Hotel, Toronto.
- 16-19—Associated Press Managing Editors, Williams Plaza, Tulsa, Okla.
- 17—Association of National Advertisers' Corporate Advertising Workshop, Plaza Hotel, N.Y.
- 17-20—National Newspaper Association's 94th convention and trade show, Hyatt House, Orlando, Fla.
- 18-19—New England Advertising Executives Association, Copley Plaza Hotel, Boston.
- 21-24—INPA Eastern Regional Conference, Radisson Ferncroft Hotel, Danvers, Mass.
- 21-24—Institute of Newspaper Controllers and Finance Officers, Crown Center Hotel, Kansas City, Mo.
- 22-23—Advertising Research Foundation, Waldorf-Astoria Hotel, New York.
- 21-27—National Press Photographers Association, Flying Short Course: Oct. 21, Atlanta, Stadium Hotel; Oct. 22, Washington, D.C. Shoreham Americana Hotel; Oct. 24, Minneapolis, Radisson Hotel Downtown; Oct. 25, University of Washington, Seattle; Oct. 27, Los Angeles, Biltmore Hotel.
- 25-27—SNPA's Seminar on Shoppers, Fairmont Hotel, Dallas, Texas.

NOVEMBER

- 7-8—Audit Bureau of Circulations, Royal Sonesta, New Orleans.
- 11-14—Southern Newspaper Publishers Association, Boca Raton Hotel and Club, Boca Raton, Fla.
- 11-14—Public Relations Society of America National Conference, Holiday Inn, Riverfront, St. Louis, Mo.
- 14-16—ICMA—University of South Carolina Circulation Seminar, Columbia, S.C.
- 14-17—Society of Professional Journalists, SDX, Waldorf-Astoria Hotel, N.Y.
- 28-Dec. 1—Newspaper Image Seminar, Hyatt O'Hare, Chicago.

DECEMBER

- 2-5—Association of National Advertisers, The Breakers, Palm Beach, Fla.

Vol. 112, No. 40, October 6, 1979; Editor & Publisher, The Fourth Estate (ISSN: 0013-094X) is published every Saturday by Editor & Publisher Co. Editorial and business offices at 575 Lexington Ave., New York, N.Y. 10022. Cable address "Edpub, New York." Second class postage paid at New York, N.Y. and additional mailing offices. Printed at Hughes Printing Co., East Stroudsburg, Pa. 18301. Titles patented and Registered and contents copyrighted © 1979 by Editor & Publisher Co., Inc. All rights reserved. Annual subscription \$20.00 in United States and possessions, and in Canada. All other \$40.00. Postmaster: If undelivered, please send form 3579 to Editor & Publisher Co., 575 Lexington Ave., New York, N.Y. 10022.

EDITOR & PUBLISHER for October 6, 1979



The high-flying Third Newspaper that's first in St. Louis

Nothing sells like the Suburban Newspapers of Greater St. Louis—The Third Newspaper.

Our group consists of 28 suburban newspapers serving the prosperous St. Louis metro area. And our total circulation has soared to 754,294*. That's more than two and a half times larger than either of the two St. Louis dailies.

We're tops with readers, too. Independent research studies, including one conducted under the jurisdiction of the Advertising Research Foundation, confirm our high and intensive readership.

Readers rip into The Third Newspaper every week for local news, sports and features . . .

and advertised values and special savings. Research proves this, also. For example, 86% of the women interviewed clipped money-saving coupons from their suburban newspapers.

Circulation. Readership. Response. The Third Newspaper has it all. Take a tip from more than 90 of the nation's top advertisers and St. Louis' outstanding retail advertisers. Reserve space in The Third Newspaper. Then fly with us.

***C.A.C. Audit September 30, 1978, for 27 Suburban Newspapers, 709,934; plus our new 28th newspaper, The Alton Citizen, 44,360, Publishers Statement Subject to C.A.C. Audit.**

Suburban Newspapers of Greater St. Louis

**The Third Newspaper
That's First in St. Louis**

North Office: 9320 Lewis & Clark Blvd., St. Louis, MO 63136 (314) 868-8000
South Office: 7020 Chippewa, St. Louis, MO 63119 (314) 481-1111



Circulation Audited
and Certified by

Represented Nationally by
U.S. SUBURBAN PRESS, INC.



Press tiffs cost player \$2,000

Raymond Clayborn, the New England Patriots cornerback, accused of verbally abusing AP football editor Bruce Lowitt and fighting with Will McDonough of the *Boston Globe* (E&P, Sept. 22), has drawn a \$2,000 fine from Pete Rozelle, NFL commissioner and a written reprimand.

"Sportswriters are a critical link between professional football and fans on whose continuing interest in the game, and the livelihood of its participants, ultimately depends," Rozelle's letter said. "Far more fundamentally, members of the news media are at least entitled to freedom from physical interference, from threats of bodily harm . . ." Rozelle told Clayborn, who has apologized publicly to the sportswriters.

Marketing symposium planned

The International Newspaper Promotion Association is planning to stage a newspaper marketing symposium in 1980. Rikk Taylor, INPA president told the Central Region meeting at Evansville, Indiana this week.

The purpose of the symposium will be to draw upon the talents of many top newspaper executives to show and tell how they've developed marketing strategies to promote their newspapers to readers and advertisers.

Taylor said two other projects are in committee stage that deal with developing a simplified "Gross Rating Point" tool for newspaper media buyers, and a promotion of newspaper comics with the Comics Council.

Justices to rule on free speech

The U.S. Supreme Court has agreed to review a lower court ruling that bars utilities from using monthly bills for the dissemination of the utility's position on "controversial matters of public policy."

In the case, *Consolidated Edison v. Public Service Commission*, the Court of Appeals, New York's highest court, upheld the regulator's policy that a company's customers have a right to be shielded from a one-sided presentation of controversial issues.

The utility in its appeal to the Supreme Court argues that the policy denies them their First Amendment rights.

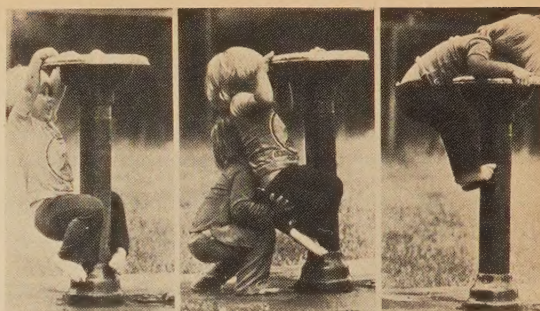
Two years ago, the Justices split 5 to 4 in holding that Massachusetts could not constitutionally bar corporations from spending money to influence the voters in a public referendum.

U.S. ad agency enters China

McCann-Erickson Worldwide is the first U.S.-based international advertising agency to be invited by the Shanghai Advertising Corporation to discuss advertising business both inside and outside of the People's Republic of China.

The Shanghai Advertising Corporation is the principal organization in China responsible for import and export advertising.

Paul Foley, head of Interpublic, and James P. Farley, based in Tokyo and executive vicepresident and regional director of McCann-Erickson International-Pacific and chairman of McCann-Erickson Hakuho Inc., arrived in Shanghai on August 21 and, after two weeks of discussions, agreed to commence doing business directly with the Shanghai Advertising Corporation. In addition, there will be an exchange of technological information.



"Kids and water fountains have been shot to extinction," says photographer Ron Pozzer of the *Hamilton (Ont.) Spectator*. "But I knew that if I waited long enough, something would happen that make this water fountain shot a little different."

Finally, two-year-old Luke (who didn't know his last name) got a boost from three-year-old Henry Davis. Pozzer, with *The Spectator* 10 months (earlier with the *Toronto Sun* and the weekly *Mississauga Times*), selected three frames from the fountain interlude and won the recent Canadian Press Feature Picture of the Month award for his efforts.



Editor-publisher C.E. "Bud" Pritchard of the *Montesano (Wash.) Vidette*, a weekly, encloses this photo and a caption which observed: "No question as to what the logical title of this one could be, but we'll be kind and leave it alone. It goes without saying that police officers are called upon to perform a variety of duties from chasing felons to capturing a cat or dog . . . But chasing two piglets around the streets of Montesano last Friday was almost too much for officer Paul Miller. However, he persevered and soon rounded up the two critters and incarcerated them in the city hall, where their owner, Per Tersten, later claimed them."

Explains Pritchard, "We found the enclosed photo and cutlines to have some degree of a sense of humor. In any case since the picture appeared in the paper we have not experienced any harassment from the local gendarmes."

Editor & Publisher

THE FOURTH ESTATE

Robert U. Brown, President and Editor
Ferdinand C. Teubner, Publisher

James Wright Brown
Publisher, Chairman of the Board, 1912-1959



Charter Member
Audit Bureau
of Circulations
Member American
Newspaper
Publishers Association
6 mo. average net paid June 30, 1979—25,375



The free press needs UPI

A world-wide subscriber list of 5,900 newspapers and broadcasters offers testimony to the need, importance, reliability and integrity of United Press International as an independent and major news wire service. Yet, in spite of this record, it has been no secret that the news service has suffered financial losses in recent years which have been underwritten by the E.W. Scripps Company.

Understandably, the Scripps Company is seeking financial help through a restructured ownership and the sale of limited partnerships to some of its major subscribers.

The free press needs UPI, particularly in this country, just as it needs the Associated Press. It needs both. Their services are better because of the competition between them and their employees to succeed and to excel. The combined services of newspapers and broadcasters to their subscribers would be poorer without UPI, without each news service pushing the other.

It is in the interest of American journalism and the American people for major newspapers and broadcasters to find a way to perpetuate two, not just one, aggressive and responsible news services.

If only . . .

If only the *New York Times* and the *New York Daily News*, like the *St. Petersburg Times* and the *Tampa Tribune*, each carried nearly 5.5 million lines of color advertising last year.

If only Gimbel's and Macy's and Altman's and Bloomingdale's ran their ads in full color like Wanamaker's and Rich's and I. Magnin and Dayton's.

If only the admen on Madison and Lexington and Third and Park saw brilliant editorial color on their front pages and sports pages, day after day.

If only New York newspapers were as colorful as those in Chicago, Miami, Houston, Dallas or Milwaukee.

If only creative ad people could see how much color there is and how good color is printed, like the judges in E&P's color contest each year . . .

. . . if only! Can you imagine how much total color lineage there would be next year?

Checkbook journalism?

Does it bother anyone that a television network will pay \$225 million for exclusive rights to "cover" the 1984 Olympic Games in Los Angeles which is supposed to be a major "news event." Isn't this a gross example of the "checkbook journalism?"

Wouldn't it be better to return the Olympics to their amateur status and hold them regularly at a permanent location like Greece where broadcasters and print media could compete without checkbooks in hand and where the major cities of the world would not try to out-do each other with tremendous outlays for new facilities every four years?

The Oldest Publishers and Advertisers Newspaper in America

With which have been merged: The Journalist established March 22, 1884; Newspaperdom established March, 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

Managing Editor: Jerome H. Walker, Jr.

Associate Editors: John P. Consoli, W.F. Gloede, Andrew Radolf, Lenora Williamson, Earl W. Wilken

Midwest Editor: Celeste Huenergard

Washington Correspondent: I. William Hill

Promotion Manager: George Wilt

Advertising Manager: Donald L. Parvin

Sales Representatives: Richard J. Flynn, Norman Messer, Robert J. Mathes, Durland Stewart

Advertising Production Manager: Louise A. Villani

Circulation Fulfillment Manager: Donna Walck

Classified Advertising Manager: Donna P. Bates

Librarian: Adelaide Santonastaso

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Los Angeles: 3450 Wilshire Boulevard Suite 407, 90010. Phone 213-382-6346. William Marshall—Scott, Marshall, Sands & McGinley.

San Francisco: 433 California St., Suite 505, 94104. Phone 415-421-7950. Peter Scott, Richard Sands—Scott, Marshall, Sands & McGinley.

Washington: 1295 National Press Building, Washington, D.C. 20045. Phone 202-628-8365. I. William Hill, Correspondent.

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Microfilm copies of Editor & Publisher are available from: University Microfilms International, 300 North Zeeb Road, Ann Arbor, MI 48106; London: 18 Bedford Row, London, WC1R 4EJ, England.

CHANGED POLICIES

John Taylor's letter (E&P, September 8) about our publication, *The Advertiser*, is not only misleading, but inaccurate. Since we purchased the publication in December last year we drastically changed its policies, as is widely known in our community.

Taylor claims that he found very few copies of *The Advertiser* being mailed at all. According to our recently completed C.A.C. audit, of our 111,789 circulation, 53,203 copies are mailed. The remaining 58,586 copies delivered to homes by private carrier. If this is "very few copies" according to Taylor, how would he describe his own newspapers' "claimed" circulation of 18,944 (The SRDS August '78 circulation analysis lists Mr. Taylor's publication, the *Fairfield Daily Republic*, as having a circulation of 14,028).

Taylor's statement that our publication trades out much of our automotive lineage is a lie. We charge for every line of our automotive advertising and if Taylor can show me how we traded for either of our two company cars, he can have them, along with the monthly payments we make on these vehicles.

Finally, Taylor states that I am misinformed about his newspapers' circulation and penetration. As I stated in the article, one of the first things we did when we purchased the *Advertiser* was to apply for membership in C.A.C. (Certified Audit of Circulation) so that we could have an independent audit of our circulation. That audit is now completed and is available to any advertiser. If Taylor is interested in accurate circulation figures, I suggest that *The Fairfield Daily Republic* get around to having itself audited by the Audit Bureau of Circulations or any other acceptable independent audit.

JACK KLIGER
(Kliger is publisher of the *Advertiser*, Fairfield, Calif.)

* * *
SORRY

Two points of clarity regarding E&P's September 8 issue; Letter to the Editor; regarding Claimed Untruths submitted by myself.

Since Clay Felker purchased *The Advertiser* we know of no automobile/advertising trade agreements or the minimizing of mailing local rural routes. We were referring to the publication prior to his buying it and would like to make this clear.

Our apology to Jack Felker and Jack Kliger for any misconceptions on these points.

JOHN TAYLOR
(Taylor is ad director of the *Fairfield* (Calif.) *Daily Republic*.)

EDITOR & PUBLISHER for October 6, 1979

SHORTER REACH

Your September 1 article concerning the Gannett trend toward regional newspapers gave an incorrect impression as regards the reach of the *Burlington* (Vt.) *Free Press* into New York State.

As representatives of the *Plattsburgh* (N.Y.) *Press-Republican*, we think it important that your readers are aware that the Adirondack-Champlain area is not penetrated at all by the *Free Press* from its base in Vermont. In fact, "Circulation '79/'80" shows no New York State circulation by that newspaper. The northeast corner of New York State is the *Press-Republican's* turf through its 20,749 ABC.

Further, it should be noted that *Plattsburgh* and *Burlington* are separated by Lake Champlain; 21 miles in a direct line and considerably farther by road and an expensive ferry ride. Thus, *Plattsburgh* is the retail focal point for its area and almost all national marketing factors concerned with it are located in New York State.

Plattsburgh and *Burlington* do have in common T.V. areas—both ADI and DMA. However, again, the *Burlington Free Press* affords coverage only of the Vermont counties while the *Plattsburgh Press-Republican* is the largest newspaper in the New York portion.

HAROLD A. LESSERSON
(Lesserson is divisional manager for Branham Co.)

* * *

NEEDS SUPPORT

Thank you so much for your enthusiastic endorsement of the idea of a printing and newspaper museum in Lowell, Massachusetts. Those who may have something to offer in addition to applause can contact us at the above address. After struggling for years to get the idea accepted locally, it is indeed gratifying to get this national recognition and support.

WILLIAM E. BONSER
(Bonser is museum coordinator, Northern Middlesex Chamber of Commerce & Industry.)

EDITOR'S COMMENT

Charles Withers
Editor
Post-Bulletin
Rochester, Minn.

"While the Post-Bulletin makes good use of the 'hard-news' portion of NYT News Service, we are especially appreciative of columns and features available for the editorial page ... the sports section ... and our family-fare department. These sections are greatly improved by the addition of such copy."

GOOD PICK

As a former editor of the *Oakland* (Calif.) *Tribune*, I would like to express my pleasure at the recent appointment of Bob Maynard as editor of the *Tribune*.

Bob's credentials and dedication to journalism are well known. The staff working under him and *Tribune* subscribers will be well served by his professionalism.

I also take delight in the happy coincidence that Bob Maynard is black. I stress "coincidence", because Maynard is not a good black editor, but a good editor who happens to be black.

We should all recognize and appreciate the sense of history displayed by the Gannett organization in making what is, to my knowledge, the first appointment of a black to a metropolitan newspaper editorship.

It may be that Gannett wanted to achieve the honor of doing that, but in a business known for its striving after honors, that's one effort I heartily applaud.

Let's all recognize that something worthwhile and historic has happened in Oakland. Knowing the people of that city as I do, the significance of this will not be lost upon them.

FRED DICKEY

Short takes

It is the policy of the San Diego Union to correct all errors. To discuss accuracy or fairness, please write . . . —*San Diego Union*.

* * *

Another colleague, Dennis S., is a cosmologist, dealing with the universe.—*San Antonio Express*.

* * *

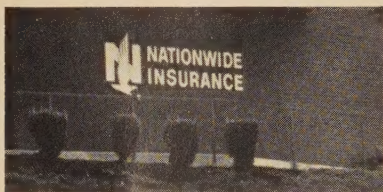
The Portuguese government paid the \$2,500 because, Freitas said, he is the only Portuguese American in the United States and the government asked that he review their criminal justice system.—*San Francisco Progress*.

* * *

"I am sick and tired of hassling with Judy and her fiends," he said.—*Everett* (Wash.) *Herald*.

The New York Times
NEWS SERVICE

Industry continues to expand at a record pace in Harrisburg, Pennsylvania.



Since the beginning of the year, business and industry have started, completed and announced more general construction projects in the Greater Harrisburg market than at any time since 1971.

Industry has been making a great statement of faith in the future of the Harrisburg and Central Pennsylvania markets throughout the entire year. More than \$100 million has been invested in construction projects which will continue to maintain employment at a higher level than the rest of the Commonwealth... guaranteeing a higher average E.B.I. for the Harrisburg market for years to come.

Marriott's new 300 room Inn, scheduled for

completion next spring, is leading the boom. Other companies opening new offices in the Harrisburg market recently include AMP, IBM, Hershey Foods research center, the Milton Hershey Medical Center, Strawberry Square, which is a \$100 million complex in downtown Harrisburg, NCR, Iceland Seafood Products, Appleton Paper Co., Rite Aid and DuPont.

At the same time, The Patriot-News Co. is proud to announce the start of a \$2 million expansion of present facilities, with construction beginning later this month.

Capitalize on this great newspaper market by advertising in The Patriot-News.

The Harrisburg Patriot-News

A Newhouse Newspaper

Pope pays a visit to world press at UN

"Be messengers of truth," Pontiff exhorts reporters in meeting

By Andrew Radolf

14,000 cleared to cover visit by Pope John Paul

A record-setting number of reporters were accredited to cover Pope John Paul II's visit to the United States.

Estimates of how many members of the print and broadcast media vary widely, but it is generally believed that 500 correspondents were in New York from overseas and that about 3,000 members of the American press are covering the New York visit.

The United Nations issued 2,000 press credentials, and the Secret Service gave overall security clearance to 14,000 members of the press for the visit to the U.S.

Monsignor John Foley, editor, *Catholic Standard Times*, diocesan newspaper for Philadelphia, acted as English speaking liaison for the Pope's press secretary, Father Romeo Ponticoli.

AP, UPI, Reuters and many other international wire services had special teams on hand to aid their regular UN staffs in sending the story around the globe. All the radio and tv networks were there, as were *Time* and *Newsweek*.

The *New York Times*, *New York News*, and *New York Post* all turned out in full force, and the *Los Angeles Times* had three reporters from its Washington D.C. bureau and its Rome correspondent join its New York staff in covering every angle of the historic papal visit.

But rubbing shoulders with the big guns of journalism and competing with them for fresh angles were scores of reporters from smaller dailies and weeklies who had never covered such a major event before. Their enthusiasm stood in marked contrast to the reserved demeanor of their more experienced peers.

"It's history. The kind of thing you dream about in journalism school," beamed Nora Murphy of the New York Archdiocese's *Catholic News*. "I've never covered anything like this before. You just don't get the chance if you work for specialized press."

Murphy said her paper had reporters at every major event, and that her assignment was to cover people's reactions, especially "What's going to happen when he speaks at the bombed out area in the South Bronx."

Carrie LaBriola of the *Dayton (Ohio) Journal-Herald* was filing copy for all of the Cox newspapers which include the

(Continued on page 44)

"You can truly be instruments of peace by being messengers of truth," Pope John Paul II told a gathering of more than 400 reporters from around the globe in the United Nations' Economic and Social Development Council Chamber.

The Pontiff came to the Chamber after his speech to the General Assembly to thank the press "from my heart" for its coverage of his UN address and of "all the activities of this worthy organization."

The reporters seated in the chamber had watched Pope John Paul's address to the General Assembly on closed circuit television. UN officials had admitted only about 150 from the news media into the General Assembly Hall itself.

Chilled from air conditioning working in overdrive, the reporters had divided their time between glancing up at the washed out, slightly out of focus figure of the Pope on the tv screen and squinting through the darkness as they tried to read the official text of his speech.

As Pope John Paul left the General Assembly, the reporters remained sitting with subdued anticipation. They had been told in advance that "if time permits," the Pope would come to the chamber and speak to them.

They watched his progress on the tv screen as he went first to the Security Council Chamber to address members of various delegations who had not been in the assembly hall and then to the Trusteeship Council Chamber to greet representatives from non governmental agencies.

While time in an already tight schedule slipped away, many reporters began to express their doubts that the Pope would arrive.

Then the lights went on, and everyone was on their feet, cheering and applauding as John Paul walked into the chamber.

Those nearest the Pope stretched out their hands, imploring him to touch them. But the Pope had time for only one or two of them before his escort of cardinals and U.N. officials ushered him to the microphone at the front of the room.

"It would hardly be possible for me to depart from the United Nations without saying thank you from my heart to those who have reported, not only on this day's events, but all the activities of this worthy organization," the Pope began in slow, precise English. "In this international assembly, you can truly be instruments of peace by being messengers of truth."

For a brief moment as he spoke, the man's warmth and sincerity melted away the hardcrusted veneers of cynicism and the blase attitudes that so many reporters strive to maintain.

"You are indeed servants of truth," John Paul continued. "You are its tireless transmitters, diffusers, defenders . . . promoting unity among all nations by sharing truth among all peoples."

"If your reporting does not always command the attention you would desire, or . . . conclude with the success that you would wish, do not grow discouraged. Be faithful to the truth and to its transmission, for truth endures."

"The service of truth, the service of humanity through the medium of truth is something worthy of your best years, your finest talents, your most dedicated efforts."

"As transmitters of truth, you are instruments of understanding among people and of peace among nations."

"May God bless your labors for truth with the fruit of peace. This is my prayer for you, for your families, and for those whom you serve as messengers of truth and as instruments of peace."

When the Pontiff finished, they cheered and applauded once more.

John Paul quickly exited, and the reporters rushed out of the chamber to continue covering the papal visit.

News page coherency lacking, says editorialist

By Lenora Williamson

Today's newspaper readers are storm-tossed on seas of information as too many newspapers have given up any serious effort to make their news pages coherent.

Incoming president of the National Conference of Editorial Writers, Reese Cleghorn of the *Detroit Free Press*, gave that summary critique in addressing the annual meeting in Phoenix September 27.

Editors of even supposedly good newspapers, Cleghorn elaborated, seem to believe that they themselves need not know what really is going on at home and in the world: "They are too busy with other work at the paper."

"And besides, the wire services and the city editor must know what's going on. So, at its worst, it is shovel it in, or splice in a piece of it. Feign something called objectivity. Pay lip service to honoring the reader. And go on abusing the reader with the newspaper's confusion."

Considering such assault of information upon the reader, Cleghorn told editorial writers their task must be to clarify, winnow the meaningless from what is important, and make sense of what is happening with editorials and columns that can stand on their own, evaluate fairly and offer judgments.

The September 25-28 meeting at The Pointe resort in Phoenix included traditional critiquing of editorial pages and a program of guest experts and governmental officials tackling the Southwest area's headline problems, including water resources, public land issues, illegal immigration from Mexico, drugs, minority views, trade with Mexico and population growth.

In its professional arena, NCEW did pass one resolution submitted by the journalism education committee chairman, Mark A. Stuart of *The Record*, Hackensack, N.J.

The resolution followed a recent survey by the committee which highlighted sharp decline in teaching of editorial writing in the United States and Canada.

The Phoenix resolution urged that journalism schools and departments restore editorial writing to its "former position of importance," preferably as a required course, but at least as an elective.

The same resolution deplored an "increasingly prevalent trend in journalism schools whose faculties are weighted more to theory than practical experience."

The conference resolution recommended that previous professional ex-

perience, preferably a minimum of five years, be restored as a requirement to college-level journalism faculties for teaching of editorial writing and other skill courses.

Early in the convention, the journalism education committee discussion brought some comment that five years' media experience should be equivalent to a PhD. The doctor's degree was characterized as "a union card" at many schools.

The question of whether NCEW should take policy positions on issues affecting editorial writing was backgrounded as a "curious and complex history" by Brian Dickinson, chief editorial writer of the *Providence Journal* and *Evening Bulletin* and chairman of the organization's committee on professional standards.

Dickinson, noting conflicting opinions among members, generalized there had not been much "resoluting, but no prohibition" in the past and that his committee had been instructed by NCEW President Robert Barnard (*Courier-Journal*, Louisville) last year to review the situation and try "to clear away the underbrush."

Dickinson said the committee believed it useful to define the executive board's authority more clearly, with the issue not limited to resolutions. He mentioned NCEW work with syndicates on right-of-reply.

The committee summary, approved by the convention, found that the executive board of NCEW does have authority to speak out in the board's behalf on matters concerning editorial page function and recommended that the board notify members promptly of any such action.

Robert Pitman, *St. Petersburg Times*, a member of the broadcast editorial liaison committee, citing NCEW and the National Broadcast Editorial Association as "two organizations in this country that are interested in the quality of editorial writing, presented a constitutional amendment calling for the president of NBEA (or designee) to be a non-voting, ex-officio member of NCEW's executive board.

The amendment, which passed, responded to a similar appointment two years ago of NCEW's president to the broadcast board.

Pitman declared no one was interested in merger of the two organizations, only in cooperation. "It may be that one convention together is as far as we ever go."

NCEW designated its 1984 convention for Washington, D.C. at the same time the broadcast editorialists are in session. The convention next year is in Hunt-

ington, West Virginia, as the writers move their annual sessions to various geographic settings for background programs on issues.

In Phoenix, the opening guest session was addressed by The Rev. Benjamin Hooks, executive director of the National Association for the Advancement of Colored People.

Hooks candidly told the editorial writers that he goes round the country carrying a shopping sack of newspapers and cuts out stories. Hooks reads page one first and turns immediately to the editorial page. He says he can sense what the paper is all about from those two pages.

In criticism of the press for not covering minority news adequately, Hooks cited long features on travel, books, and lifestyles, but contrast of minority news space "half a column" in length.

Role of the free press is not just to amuse, the former member of the Federal Communications Commission, warned. The press has a duty "to inform, to guide, to point the way"—a task Hooks termed "awesome."

Minority news affects all, not just the minority, Hooks said. There is a lack of presence of black people in the print media with lack of qualified people the excuse, he observed in declaring there are "qualified and qualifiable people."

The convention heard a report of the minority opportunities committee chairman, Michael Richardson, *St. Petersburg Evening Independent*, in which he said not only should the organization expand opportunities for minorities in editorial writing, but should increase awareness of minority concerns on editorial pages.

"It's one thing to tackle the problem of ivory-only editorial towers, and quite another to deal with the white-only content of some newspapers."

The committee suggested that: Some form of exchange of minority views among interested newspapers be developed; methods to increase the appearance of minority voices on opinion pages be sought; methods to stimulate minority participation in NCEW studied; and the NCEW's list of talent scout specialists be updated.

In a background panel on Indian power, Frederick Martone, Phoenix lawyer and consulting counsel to the American Indian Policy Review Commission and Committee on Interior and Insular Affairs of the U.S. House of Representatives, cited two major areas at issue: Proprietary matters of economic interests (including claims to land and water rights) and the nature of tribal separation and scope of tribal power on the reservations.

Martone called some of the claims "outrageous." He said the American people are prepared to be tolerant but not enthusiastic about tribal separatism.

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The human dilemma of the American Indian, Martone added, is that of two conflicting goals—maintenance of separatism and culture and improvement of Indian economy.

Navajo Tribal council chairman Peter MacDonald protested Martone's labeling Indian claims outrageous, with, "We are trying to hang on to what was left to us."

MacDonald said Indians want to become self-sufficient. "We need our own professionals, skilled workers, administrators."

MacDonald declared, "Our resources are not up for grabs. We insist on the right to develop our own resources."

Some of the media, MacDonald observed, often project an image of the American Indian as they perceive it—the rich Indian. "They find it useful to believe Indians are rich . . . We are rich in one way, more bureaucrats per capita . . . in the meantime, the media projects Indian bootstrap efforts as the biggest menace since Little Big Horn."

The fact is, MacDonald added, that 48 percent of Indians on reservations are below poverty level; 55 percent of housing is inadequate; 58 percent are out of school by the 6th grade; average unemployment is over 40 percent.

MacDonald said a tragedy was brewing in a Navajo/Hopi land dispute settlement, and "we can get almost no one to listen."

A.J. Pfister, executive vicepresident and general manager of the Salt River Project, was not optimistic that development of natural resources on Indian lands could attract significant amounts of risk capital. Economic self-sufficiency for many Indian tribes will remain "an illusive goal," according to Pfister, since reservation projects have risks related to tribal government stability, tribal regulations extent over non-Indians, law enforcement jurisdiction, and contract enforcement.

U.S. Representative Morris K. Udall of Arizona, scheduled to participate in a panel on Arizona, was detained in Washington. Congressional members participating in other subject panels were Senator Dennis DeConcini of Arizona, and Representative John J. Rhodes, Arizona, minority leader of the House.

Governor Bruce Babbitt of Arizona, a member of the Presidential Committee on Three-Mile Island, addressed the closing session on the future of nuclear power.

Other speakers on various Western area issues included Dr. Stanley Ross, University of Texas; Joseph M. Arpaio, Phoenix district director of the Drug Enforcement Administration, Jorge Sanchez Mejorada, Mexico City, immediate past president of the National Coordinating Council for Private Enterprise; Jackie Pettycrew, market research manager of the *Arizona Republic* and *Phoenix Gazette*; Michael Hawkins, U.S. Attorney & PUBLISHER for October 6, 1979

Editorial writers earning more, survey shows

Preliminary findings in a major survey of North American daily newspaper editorial writers reveal that they are earning a median salary of \$24,174 as compared with a similar 1971 survey which yielded a salary figure of \$16,751.

The writers said their salaries compare well with others at their newspaper.

The survey was commissioned by the National Conference of Editorial Writers and conducted by the Bureau of Media Research at Indiana University. Preliminary results were presented at the NCEW convention in Phoenix, September 25-28.

Median age of the 653 persons responding to the 1979 study was 48, about the same as in 1971.

However, while the profession is still predominately male, the survey reports now more than 7 percent of the writers are women. In 1971, less than one percent of the editorial writers were female.

Also placing new emphasis on the role of women in NCEW was the election of Ann Lloyd Merriman of the *Richmond* (Va.) *News Leader* as vicepresident, a post which automatically advances her to the conference presidency next year. She has been treasurer during the past year.

The survey asked the writers to list the primary objectives of editorial writing. They responded with a variety of points, ranging from persuasion to upholding morality. Most frequently cited objectives were: Persuading, 41%; informing/educating, 37%; and stimulating thought, 29%.

Ninety percent said the most important editorials they have written this year had moderate or substantial impact.

Baccalaureate degrees have been

ney, Arizona; Paul Bracken, Hudson Institute, Assemblyman Dean Rhoads, Nevada, and speakers (pro and con) on water projects and commissions in Arizona.

The new official family of NCEW includes in addition to President Cleghorn: Ann L. Merriman, associate editor of the *Richmond* (Va.) *News Leader*, vicepresident; John A. Drummond, editorial pages editor of the *Tulsa Tribune*, treasurer, and Lawrie Joslin, editor of the editorial page of the *Calgary* (Alt.) *Herald*, secretary. Elected to the editorial board were: Read Kingsbury, editorial page editor of the *Rochester* (N.Y.) *Times-Union*; Aubrey Bowie, associate editor of the editorial page of the *Greenville* (S.C.) *News*; and Elisabet Van Nstrand, editorial page staff of *Newsday*, Long Island.

earned by most respondents, slightly less than one in four editorial writers having done graduate work. About half with college degrees majored in journalism at the graduate or undergraduate level.

About 75 percent of the writers said they were satisfied with their editorial staffs, and 97 percent said newspaper work is as "satisfying and rewarding" as some other profession might be.

From a list of 40 possible occupations, the editorial writers cited an average of 14 as being higher in prestige than editorial writing in the opinion of most persons with whom they associate. Nuclear physicists, state governors, physicians, Supreme Court justices, mayors of large cities, foreign service diplomats, Congressional representatives and federal government cabinet members were seen by most as higher in prestige than editorial writers.

Most of the U.S. editorial writers said they voted in the 1978 Congressional elections, with about one third saying they gave money to a candidate or attended political party meetings.

Seventy-five percent reported their employer discourages, or prohibits, involvement in political and governmental affairs other than voting. And more, 87 percent, said they agree that the editorial writer should avoid partisan political involvement, even though some of them had been politically active in the 1978 campaign.

Leaning or openly Democrat is how 43 percent described themselves, with about 35 percent saying they are Republicans or lean toward the Republican party. The remaining 22 percent described themselves as political independent.

A majority (67%) said their political views are similar to their publishers, with 25 percent saying they agree "about half the time" with the publisher. Most (84%) said they seldom or never feel compelled to express ideas in editorials contrary to their own beliefs.

The preliminary findings in the survey were announced by Brian Dickinson, *Providence* (R.I.) *Journal-Bulletin*, chairman of the professional standards committee of NCEW. The complete survey will be released later in the year.

100th birthday

The 100th anniversary of *Asahi Shimbun*, Tokyo's daily newspaper with more than 12 million circulation (ABC) every morning and afternoon, was observed at a luncheon Sept. 27 at the Metropolitan Club hosted by Powers International Inc., international media representatives. New York newspaper and advertising guests were welcomed by Saburo Kuno, advertising director of *Asahi Shimbun*, and Kinji Abe, business director of *Asahi Evening News*, the 25-year-old English-language edition.

Press women urged to exercise clout

By Carla Marie Rupp

"Use your power in the media to help women, including yourself" was the message that came through at the 47th national meeting for Women In Communications Inc. (WICI) last weekend in Dallas.

Dr. Donna Allen, editor of *Media Report to Women*, said to her the Headliner Award she received means a calling for "new professionalism, one which no longer sees professionalism as excelling in the performance of standards set by men, but a higher professionalism to which we now aspire."

Allen, as director of the Women's Institute for Freedom of the Press, Washington, D.C., called upon women to contribute to "greater employment of women at the policy-making level in the shaping of the standards themselves under which we work."

Jo-Ann Huff Albers, executive editor of the *Kentucky Enquirer*, published by the *Cincinnati Enquirer*, put it this way in her Headliner acceptance remarks:

"My friends know I've had one guiding fact in my professional life. Don't let the bastards get you down."

Albers, who was president of WICI four years ago, said that although the number of women in newspaper management positions has increased, it is not enough, noting that about 10% of the women working for dailies hold management positions as compared to 5% in 1975. Also, she said 20% of the management trainees in the newspaper business are women.

Women were advised it is often easier to advance faster by changing jobs. But Albers said, "Now that I've finally reached the newspaper management ranks, I think I might have gotten here faster had I changed employers. But that wouldn't have faced the real challenge to change myopic attitudes keeping me and other women from the jobs wanted at my newspaper." Fortunately, Albers said people retire and prejudice against women is worn away by their outstanding job performance and initiative. "I'll admit it's been a bit of a bittersweet victory for me to see young women taking only a third as long to achieve positions I've sought."

Lloyd (Cissy) Stewart, vice president '68-71, told women, "I'm one of the idiots who stayed at the same paper." She has worked for the *Fort Worth Star Telegram* almost thirty years and as a columnist writes mainly on social people. "I think women are becoming an important part of newspapers since we're equipped with seminars and we're

working for women's advancement."

When her friend Emily-Mae Stafford started at the Star Telegram as make-up editor in 1966, she became the first woman there in that job and the union threatened strike because men refused to take orders from her. The matter was settled when the men decided to call her "Sam" and she's still known as "Sam." "Men no longer refuse to take orders from women and I think that's good," said Stafford, now an assistant news editor at the Star Telegram.

"Stand up and be counted as a woman," Sy Chassler, editor-in-chief of *Redbook*, urged as he became the third man ever to receive a Headliner. Not too long ago, he said women in organizations like WICI presented themselves as "undifferentiated professionals." The attempt was to be "as good as men and to present oneself as a neuter gender professional."

Chassler told the more than 600 woman—a record number this year for the 9000-member organization—who registered that they can't succeed as neuter genders. "As a man I will tell you, men won't let you succeed that way. You cannot pass. You cannot be one of them, one of us."

Lloyd, who before joining Working Woman, was *Vogue* managing editor said women represent a "mighty power", particularly women communicators, who she said are not taking advantage and responsibility for their economic clout or for what they can do with that clout to change the world and the role of working women in it.

Women In Communications should take responsibility for supporting other women, Lloyd said. Two million Women In Communications fields nationwide have power at their hands to shape and influence the lives of others. Gender should not be an excuse.

Lynda Johnson Robb made her first appearance in Texas before WICI since taking her new job as chair of the President's Advisory Committee for Women four months ago. She told of continuing to speak out for ratifying ERA. She said those on her committee—as well as the American women—need the help of the women in communications.

"We all know that you've got to advertise something if you are going to sell it. What we're selling now is the image of a whole woman, the woman is in control of her life, whether she is a welfare mother or an executive, a farm wife or a clerk."

Robb said the women in the room at WICI's Matrix Dinner "are that (whole) image—and it's an image that must be reinforced over and over again if our

goals are to become a reality—if things are to keep changing. You are the people who can do it . . . for all our sakes."

Women are learning the "fine art" of developing the "new girls' networks" and helping one another as much as they can, Robb said.

"Help other women—be a buddy. Look for women to promote, women to hire. Not only are you helping other women, but you are helping all of us by building the support structures we so desperately need."

Barbara D. Haas, publications coordinator for Quaker Valley School District in Sewickley, Pa., assumed the office of president of WICI at the meeting.

She succeeded Ann Daly Tretter, vicepresident of Aaron D. Cushman and Associates, Inc., St. Louis.

Tretter in her address said the WICI board has created an award to recognize annually the positive treatment of women. The first presentation will be made at next year's meeting and will provide a vehicle through which to commend and focus on companies that are "giving women a fair shake—in the news coverage, advertising, hiring and promotion practices."

Ann Ely, Progress of Women In Communications chair, coordinator, Newspaper-In-Education, Indianapolis Newspapers, developed the plan for the national award for the positive treatment of women.

Ely will guide WICI's implementation of a \$15,000 Gannett Newspaper Foundation grant to promote equal treatment and opportunities for women in communications. The grant is the largest single grant ever made to the WICI Advancement Fund. It will be used to promote the women in newspaper management video tape series created several years ago in a joint venture by Gannett and Indiana University.

Wardlow to retire

Elwood M. Wardlow, managing editor for administration, *Buffalo* (N.Y.) *Evening News*, announced he will retire November 1. Wardlow, who is 55, said he is retiring because "I want to follow some positive aspirations. I hope to write a lot and teach a little." He joined the News in 1952 as a copy editor. Prior to that he was state editor of the *Freeport* (Ill.) *Journal-Standard*. He was appointed managing editor for administration in 1969.

Correction

The headline, "E.W. Scripps puts UPI up for sale," in EDITOR & PUBLISHER for September 29 is incorrect. E.W. Scripps and Hearst Corp., owners of the wire service, are seeking to broaden the ownership of UPI by offering limited partnerships on a direct basis to a select list of prospects. Under the terms of the agreement, Scripps and Hearst will be general partners.

Ad bureau's Kauffman hunts for a successor

By John Consoli

Newspaper Advertising Bureau president Jack Kauffman is involved in a low-key search for his successor, whom he plans to bring in and groom for the job before retiring, *E&P* has learned.

Sources close to the Bureau said Kauffman, 60, has been searching for a successor since at least last March, and during the summer a "head hunter" firm was retained to help in the search.

Kauffman was vacationing this week in the Loire Valley in France and was unavailable for comment, but Kauffman's search for a successor was confirmed by Louis Hagopian, chairman of N.W. Ayer, who said he was approached by Kauffman last month and asked if he could recommend anyone who might be interested in heading up the Newspaper Ad Bureau.

Both Kauffman and Charles Lipscomb, who preceded him as head of the Ad Bureau, were found by the management consultant or head hunter firm of Booz, Allen & Hamilton.

Lipscomb joined the Ad Bureau as president in 1957 and held the post until 1966. Two years after he took the post, he contacted Booz, Allen & Hamilton and advised them that he wanted to hire someone who would become his successor when he ultimately retired.

The management consultant firm conducted a search that ended with the appointment of Kauffman in 1959 as vice-president of sales and marketing for the Ad Bureau. In that capacity, Kauffman was the senior Ad Bureau officer in charge of all departments except the creative department. His salary at the time was reported to be in the \$40,000 range.

In 1962, Kauffman was named executive vice-president of the Bureau, and in 1966, he replaced Lipscomb as president. Lipscomb stayed on at the Bureau for two more years in the capacity of chief executive officer, before retiring in October of 1968 at age 60.

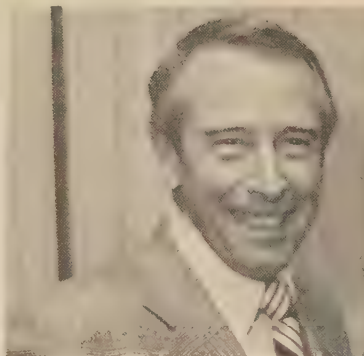
Kauffman has apparently chosen to follow the same route as his predecessor.

Sources close to the Bureau feel Kauffman does not plan an immediate retirement, but that bringing in his eventual successor is part of a longer range plan.

"I can't see him retiring for at least another year," one source said.

Among top newspaper executives who are aware of Kauffman's plan, there is much disagreement over what type of background his successor should have. There is also speculation as to who might get the job.

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Jack Kauffman

Some members of the Ad Bureau's board of directors, which will ultimately vote to approve or disapprove the person selected to succeed Kauffman, feel a person with a newspaper background should be named.

The fact that Kauffman has approached Hagopian, however, indicates that he might be leaning toward a person with an ad agency background.

Of the five men who have headed the Bureau since its founding in 1913, only one—William Thomson—had a newspaper background.

Thomson was instrumental in helping to organize the Ad Bureau in 1913 and became its first president (then known as director.) Thomson started out as a newspaper reporter in Lancaster, Pennsylvania and later joined the *Philadelphia Inquirer* as a copy editor. He left the newspaper business to join the now defunct ad agency of H.I. Ireland of Philadelphia, but was later named assistant publisher of the *New York Globe*.

Thomson held the top post at the Ad Bureau until January, 1948, when he was replaced by Alfred Stanford. Stanford had come to the Bureau two years earlier and was groomed by Thomson to eventually replace him.

Stanford was an ad agency type all the way. He was copy chief and a vice-president of Blackman Co. when he and two others, Richard Compton and Leonard Bush acquired it and changed the name to Compton Advertising, Inc. He left to join the Navy and upon discharge, joined the Ad Bureau.

Stanford headed the Bureau from January to July, 1948, when he left to join the *New York Herald Tribune* as ad director and second vice-president. He was replaced as head of the Bureau by Harold S. Barnes, who remained in that post until April of 1957. Barnes had joined the Bureau shortly after Stanford

worked as his assistant. Prior to that, he was a vicepresident and director at Compton.

Robert Moore, who headed national advertising for the Ad Bureau served as interim head of the Bureau from April to September of 1957, while Booz, Allen & Hamilton searched for a permanent successor to Barnes. They found Lipscomb, who was president of J.B. Williams, and recommended him to the Bureau board. He was hired at a salary estimated at the time to be \$75,000.

Upon taking over as head of the Bureau, Lipscomb was determined to handpick and groom his successor far before his planned retirement. He contacted the same management consultant firm that had found him and they in turn, found Kauffman, who had served as executive vicepresident of the Foods Division at Anderson-Clayton Co., as vicepresident of marketing, household products division of Colgate Palmolive Co. and as vicepresident of marketing for Revlon, Inc., before joining the Bureau.

Although no one with a newspaper background has headed the Bureau since Thomson retired in 1948, there were at least two "heirs apparent" who left the Bureau. One is Mark Arnold, now a corporate officer with Gannett, who spent 15 years at the Bureau, working his way up to vicepresident of retail and classified advertising before leaving in 1967. He had been a retail ad salesman for the *Johnston (Pa.) Tribune Democrat*.

A source who was at the Bureau during that period said Lipscomb had tapped Arnold to ultimately replace Kauffman when he retired. At the time, the source said, Kauffman was in his 40's and had talked about retiring in his mid-fifties.

Another top executive who left the Bureau was Lee Templeton, who took a top job with the Knight-Ridder organization.

There is much speculation as to who wants the top Ad Bureau post, as well as who might refuse it if offered.

Among the leading candidates presently at the Bureau, the names most often mentioned are Leo Bogart, Mac Morris, and Charles Kinsolving.

Bogart, executive vicepresident and general manager of the Bureau, is the second highest ranking Bureau exec, but industry insiders feel he is too research oriented and does not have a solid enough sales background. He is, however, well liked among the Ad Bureau board members, sources said. Bogart joined the Bureau in 1960.

Another contender is Mac Morris, the Bureau's vicepresident in charge of national advertising. He has been given most of the credit for the development of the Bureau's Newsplan ad discount program.

Morris, 57, joined Newspaper I, a sales co-operative comprised of the top 30 metro dailies, after *This Week* sup-

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First Amendment defense insurance policy offered

A First Amendment Defense Insurance Program for United States newspapers will be offered by the Mutual Insurance Company, Ltd. of Bermuda, Allen H. Neuharth, chairman and president of the American Newspaper Publishers Association, said.

The plan was endorsed by the board of ANPA which met last week in Zurich with European newspaper executives. Mutual Insurance is the same company which offers libel insurance and strike insurance for newspapers.

The First Amendment Defense Insurance Program was developed by the insurance company after the ANPA board earlier this year called for the development of a plan. It will cover legal costs of newspapers which find it necessary to challenge actions by the courts—and the government—which are contrary to the Constitutional rights of a free people's free press.

Costs of mandated appearances before the Congress and federal agencies also will be included under the insurance program.

Neuharth, who heads the Gannett Company, Inc., called the plan "a great step forward in providing newspapers throughout the United States, particularly smaller newspapers, the opportunity and the means to fight for and to defend freedom of speech and of the press."

"We will have in this program a strong weapon with which to vigorously pursue our day in court without undue hesitancy and without the undue fear that the financial strain of such action might be too great to bear," he said.

Coverage under the insurance plan will apply in instances of prior restraint, questions of access, newsmen's privilege, statutory limitations of publications, and related actions involving violations of First Amendment rights.

Exact terms and premiums for the new policies will be announced later this year by Mutual Insurance Company. The maximum limit per case is expected to be \$1 million with the amount of coverage and the amount of deductibility determining premium costs.

* * *

The National Newspaper Association has announced a new libel insurance program available to newspapers.

After several years of study, NNA, in cooperation with CNA Insurance Co. of Chicago, Ill., and Media/Professional Insurance, Inc. of Kansas City, Mo., has unveiled the program.

It couldn't have come at a more appropriate time, considering recent

United States Supreme Court decisions that have substantially reduced defenses available to publications against libel claims," according to James W. Gill, Jr., NNA's president.

"Our aim is to make sure that every newspaper, including the very smallest, has libel protection, which in the NNA-endorsed program, can cost as little as 41¢ a day," Gill continued.

The basic libel coverage for NNA members includes libel, slander or other forms of defamation, invasion or infringement of the right of privacy or publicity, trespass, infringement of copyright, title or slogan, and plagiarism, piracy or misappropriation of ideas under implied contract of anything printed or displayed in a scheduled newspaper.

The cost of coverage is based on newspaper circulation and ranges from a basic premium of \$150 for a newspaper with circulation of 1,500, up to \$360 for a paper with a circulation of 50,000.

Other optional plans are available which cover personal injury liability for business and commercial printing operations.

Details and application forms may be obtained from the National Newspaper Association, 1627 K St., N.W., Suite 400, Washington, D.C. 20006.

Sales and advertising record set by dealer

Two world records were set in Greensboro, N.C. in May.

A local Toyota dealer, Garson Rice's Toyota World, finished the month of May with 1,037 sales. According to Toyota, the number of cars sold was a world-record for a single-month. Rice held the record—904 vehicles in May, 1977.

Discounting prices played a part in Rice's salesmanship, as did intense newspaper advertising.

The local promotion happened to coincide with the national "Great Toyota Sales Challenge," but Rice had his own theme, the "Rice Revolt" against high gas and car prices.

In addition to local tv commercials, Rice says his order for May advertising set a single-month record for the *Greensboro News and Record*.

The dealer ran three-color, full-page ad every morning and evening for 31 days.

Crowds of 300 to 400 persons a day were attracted to the dealership in response to the advertising. Some 40 to 50 new and used cars were sold daily. The agency was open every day until midnight.

"Your honor, I am _____, a reporter for _____, and I would like to object on behalf of my employer and the public to this proposed closing. Our attorney is prepared to make a number of arguments against closings such as this one, and we respectfully ask the Court for a hearing on those issues. I believe our attorney can be here relatively quickly for the Court's convenience and he will be able to demonstrate that closure in this case will violate the First Amendment, and possibly state statutory and constitutional provisions as well. I cannot make the arguments myself, but our attorney can point out several issues for your consideration. If it pleases the Court, we request the opportunity to be heard through counsel."

Wallet card

Reporters challenge courtroom closings

A card providing guidance for Gannett reporters when a judge considers motions to bar the press from a courtroom proceeding has now succeeded in its aim three times—in Pensacola, Fla. and Atlanta, Ga., as well as in Morrilton, Ark.

In murder cases in those three scattered locations, court proceedings were interrupted by moves to close the courtroom doors on reporters and the public.

In all three instances, reporters placed into the record the legal challenge outlined on the Gannett card: "I would like to object on behalf of my employer and the public to this proposed closing . . . We respectfully ask the Court for a hearing on these issues . . ."

In all three challenges, the courtroom doors were opened and both press and public were allowed to be present.

In Pensacola, Circuit Judge Erwin Fleet barred news coverage of a hearing scheduled the next day on a pre-trial motion to suppress a tape recording interview with a woman indicted on charges of killing her husband. Reporter Jim Chitwood of the *Pensacola News Journal* delivered the card challenge and arrangements were made for the newspaper's attorney, Bill Clark, to appear. The suppression motion was withdrawn the next morning.

In Atlanta, a reporter for WXIA-TV made the Gannett card challenge before a judge who had closed a murder trial for a day. The next day the judge reopened the court, apologized, and issued a transcript covering portions of the closed session.

UPI reporters are being issued wallet size cards which contain a brief statement to be read before the judge or presented to an officer of the court for relay to the bench.

The Associated Press prepared a much lengthier statement to be read in court by its reporters.

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S.D. press battles state court rulings

By Tim Gebhart

South Dakota press organizations are reacting vigorously to a gag order and state Supreme Court decision which they say violate the public's right to know.

On September 19, a state circuit court judge issued a gag order on coverage of a rape trial. One week later, the state Supreme Court ruled the public has no right to be present at a criminal trial. The court's decision relied heavily on the recent U.S. Supreme Court decision in *Gannett vs. DePasquale*.

In a 3-1 decision that was two years in coming, the S.D. Supreme Court held that the *Rapid City* (S.D.) *Journal* "has no constitutional right of access" to any phase of a criminal trial by virtue of either the state or federal guarantee of a public trial.

However, in the *Rapid City Journal Co. vs. 7th Circuit Court*, the justices said the circuit court judge had erred in closing a courtroom during a controversial manslaughter trial two years ago because no hearing had been held on the order.

Reporters were barred from jury selection proceedings in the trial of Dr. Benjamin Munson, who ran the state's only abortion-on-request clinic. Munson was later acquitted.

The *Rapid City Journal* challenged the order, arguing it violated constitutional guarantees of public trials and freedom of the press. The newspaper was supported by the American Society of Newspaper Editors and other press organizations.

While ruling the issue was moot, the justices said they heard the matter because similar situations could arise in the future.

The court ruled that in the future courtrooms can be closed only after citizens have an opportunity to present arguments on why the trial should be public.

The majority opinion quoted extensively from *Gannett vs. DePasquale*, although it said the U.S. Supreme Court had issued a "vague" decision and "skirted the issue" of whether freedom of the press was a consideration.

The South Dakota Court said the First Amendment carries no absolute right of public access to criminal trials. In addition, the court said, "Neither do we feel that South Dakota's version of the Sixth Amendment . . . yields petitioner a right of access to criminal proceedings."

Justice Robert Morgan authored the opinion, which was also signed by Justice Benjamin Dunn. Chief Justice Roger Wollman concurred, while Justice Jon Fosheim dissented. Another justice dis-

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qualified himself without giving a reason.

Fosheim concurred in part and dissented in part in his opinion. He agreed with the majority that "no absolute public right of access to criminal trials flows from the First Amendment."

However, Fosheim said, "In my opinion, the Sixth and Fourteenth Amendments afford the public an affirmative right of access to criminal trials."

Fosheim also said he did not believe the *Gannett* decision should be applied to the case because *Gannett vs. DePasquale* dealt with pre-trial hearings.

"This causes me to question whether the language in *Gannett* extends to the trial itself," Fosheim wrote. "Such an interpretation is particularly questionable in light of Mr. Chief Justice Burger's concurring opinion which states: 'By definition a hearing on a motion before trial to suppress evidence is not a trial; it is a pre-trial hearing.'"

Media reaction to the decision was swift.

Paul Riley of the Black Hills Association of Journalists said the state Supreme Court "greatly overstepped and misread the interpretations" of *Gannett vs. DePasquale*.

Tim Schreiner, president of the Sioux Falls Area Press Association, cited the fact that two U.S. Supreme Court Justices who voted in the majority in *Gannett* have since said the decision applies only to pre-trial hearings.

"In view of that, the South Dakota court is on shaky ground in saying reporters have absolutely no constitutional right to be in courtrooms," he said. "They may find themselves in the position of having gone too far when the U.S. Supreme Court explains further its decision."

The *Rapid City Journal* has made no decision whether the case will be appealed. That decision is pending consultations with the newspaper's parent company, the Minneapolis Star and Tribune Co.

* * *

The gag order issued to a Huron, S.D., radio station and newspaper was based on a state law which allows the court to order the suppression of the names of the victim and the accused and details of an alleged rape "until the accused is arraigned, the charge is dismissed or the case is otherwise concluded, whichever occurs first."

Third Circuit Judge Eugene Martin issued the order after radio station KIJV and the *Huron Daily Plainsman* reported the name of the man charged with rape.

In a cover letter to the order, Martin

said "there will be no further radio or press coverage regarding the above matter (the rape case). Further, this would include any radio or press coverage of this order."

Martin said the order not to report on the gag order was in line with the state law.

"I guess the main reason is because I think that when you reach a point where you start saying that there's an order from the court saying no further details, then you've also got to give the name of the case," he told the Associated Press. "And that's what I don't want out . . . the name of the accused, the name of the victim, any details like that which pursuant to statute I'm allowed to do."

The statute cited by Martin has been under attack for some time. The South Dakota Press Women has endorsed repeal of the law.

"SDPW is pledged to removing this from the criminal code," said D.J. Cline, who heads the organization's Freedom of Information Committee. "This is prior restraint in its worst form." Mrs. Cline is also a vice president of the National Press Women.

The reaction of other press organizations was similar. The South Dakota Associated Press Newspaper Association said, "These kinds of orders are an affront to the public's rights, not the rights of the press."

The S.D. Associated Press Broadcasters Associated agreed. It issued a statement saying, "Judge Martin's gag order should send chills through not only reporters, but also the public because it is the people's courts this affects."

The Sioux Falls Area Press Association has offered half its treasury to the newspaper and radio station for legal help if they decide to fight the orders.

The radio station and newspaper have declined comment on the advice of legal counsel.

Ingersoll subsidiary acquires 4 weeklies

Four weekly newspapers, owned by Walden (N.Y.) Printing Co. have been acquired by Ulster Offset, a subsidiary of the Kingston (N.Y.) *Daily Freeman*, an Ingersoll newspaper.

The weekly papers are the *Walden* (N.Y.) *Herald*, *Ellenville* (N.Y.) *Journal*, *New Paltz* (N.Y.) *Huguenot Herald* and *Stewart* (N.Y.) *Citizen*, which have a combined circulation of about 14,000.

Printing will remain at the plant of Walden Printing Co., which was not included in the sale and continues under the ownership of Raymond and Ann Dulye.

The *Freeman* plans to handle the printing after new presses have been installed at the daily.

W.B. Grimes & Co., Washington, D.C., handled the transaction.

Weekly provides news for cable tv service

The production of the weekly *Coos Bay (Ore.) Bay Reporter* has been combined with visual news reports on Channel 13 of the Warner Communications cable television service which covers most of the Coos Bay-North Bend area and which has more than 11,000 hookups.

Joint newspaper-television advertising is available.

Initial target for the video phase is about six hours of reporting of events in and around coastal Southwestern Oregon by use of in-studio reports, videotaped reports and written reports specially prepared by a type of computer word processor and designed for easy television viewing.

Most television outlets devote far less than half of that amount of time for the presentation of area news.

The remainder of the television broadcasting day, which spans the full 24 hours, is filled with written Associated Press reports covering all aspects of the news. These reports also are specially prepared to accommodate the television viewer.

Advertising and public service messages are superimposed on the bottom of the television screen.

The *Bay Reporter*, formerly the *Empire Builder*, for the present will remain a weekly publication designed to provide background material, investigative reporting and more detailed information than contained in the terse area accounts presented on the cable channel.

To accomplish this, publisher Bill Grannell has had to transform the newspaper and create a television production operation from a studio located in the newspaper plant.

Selected last year by Warner Communications as its official Coos Bay-North Bend area television guide, the 26-year-old *Empire Builder* underwent not only a name change but a change from standard newspaper size to the more-easy-to-handle tabloid size and from letterpress printing to offset printing.

Circulation shot up more than five times and so did advertising demands resulting in large, healthy editions. The staff was doubled.

At the first, the television part of the operation, provided by the lease of a cable channel from Warner, consisted of Associated Press television wire reports 24 hours daily. Later, a special character generator was added to provide printed news briefs about area happenings.

Then came short, in-studio newscasts through the use of a black-and-white camera system, a leftover from an out-



Television news director Pauline Austin and Bill Grannell, publisher of the weekly *Bay Reporter* in Coos Bay, Oregon, are the key persons involved in operation of what may be the nation's first integrated all-news video and newspaper system in the United States.

moded school operation.

After a couple of weeks of trial, error and just plain learning, the locally-produced portion of the video news service went into operation with the use of color cameras, color recorders and color videotape editing machines.

Part of the color system is portable to allow full area coverages by tv news director Pauline Austin, a former Coos Bay radio newsperson who is the area correspondent for television stations in Portland and Medford, Oregon.

Automated switching equipment is to be added to provide for the use at any time of videotaped or filmed news events from both area and network sources and to allow audio commercial announcements and musical selections as a background to printed news messages.

Warner has announced it is planning a two-way video news service in Columbus, Ohio, while the Knight-Ridder newspaper group has a system whereby a viewer can select stories to read on a home television screen from video-displayed headlines through the use of a computer.

Two smaller newspapers are known to have purchased character-generating equipment for local news broadcasting identical to the equipment used by the *Bay Reporter*.

"While others are talking about it, we're doing it," said Grannell, a four-term member of the Oregon House of Representatives who presently serves as the chairman of the Legislative Interim

Revenue Committee.

"It was bound to happen," Grannell continued, "particularly with the rising cost of newsprint and of energy and transportation. Right now, the day of the daily newspaper doesn't make an awful lot of sense. We're in the electronic age in order to compete.

"By taking a basically newspaper format and converting it to television, we can make the news timely and consistent. We can update it 24 hours a day.

"We've chosen to keep the weekly newspaper to tell the story behind the story. With publication once a week, people should have time to read all of its contents. By using the two mediums together, they reinforce each other."

Successor

(Continued from page 13)

plement folded. Later, Newspaper I was merged into the bureau and Morris was made vicepresident/national sales. His close association with the top dailies has continued and this may weaken his position with the smaller newspapers, who outnumber the larger publishers.

Kinsolving, vicepresident of marketing and planning, who, like Bogart, joined the bureau in 1960, came into prominence in the Presidential election of 1972 when he organized a 1-order, 1-bill plan for both major parties. During the past two years, Kinsolving has successfully put into operation a standardized research services, called CANDO.

The favorite among newspaper executives is Vance Stickell, vicepresident/marketing of the *Los Angeles Times*. He has a strong background for the job and as one observer put it—"he dresses well and is a pretty face." One insider said, "Vance has been unusually active in Bureau activities over the past few years. He has to be considered the front runner (among newspapermen)."

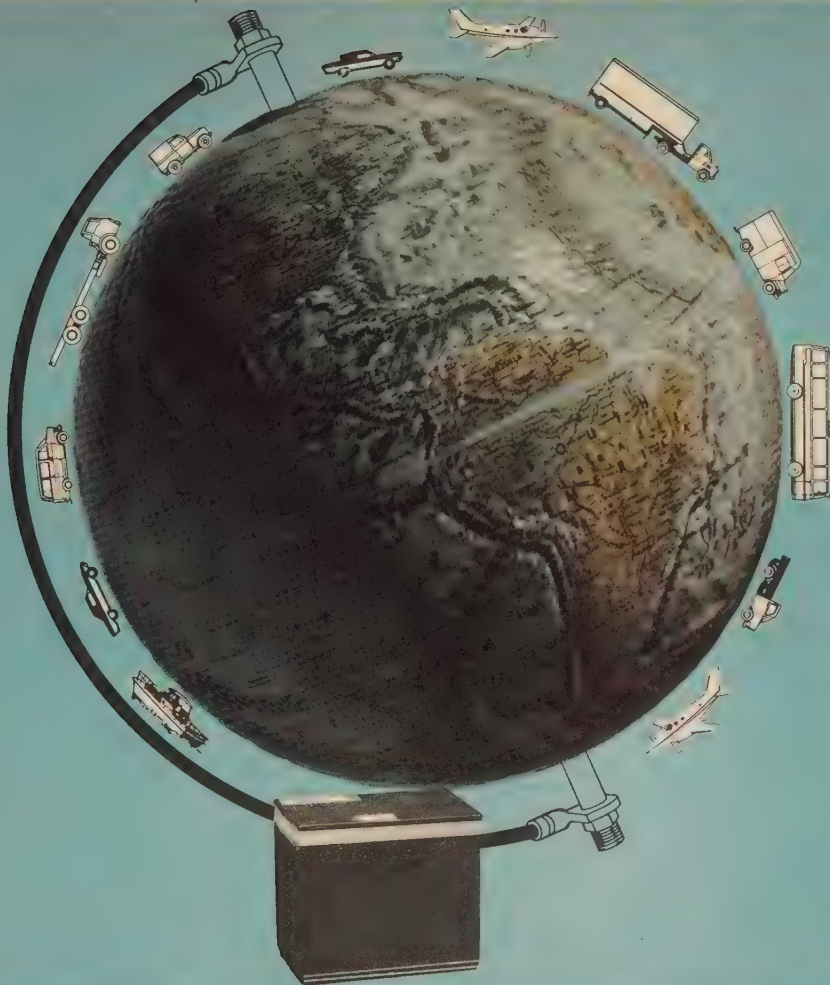
Others mentioned as possible contenders for Kauffman's post are Buzz Wurzer *New York News* vicepresident/sales director and Maurice Buchart, vicepresident and director of sales *Louisville Courier Journal*. Both have also been actively involved in the promotion of the Bureau's Newsplan program.

One thing that makes it unlikely that either Stickell or Wurzer would take the job is salary.

The Ad Bureau president's post pays an annual salary in the range of \$100,000 to \$125,000, according to sources. "Neither Stickell or Wurzer could afford to take the pay cut," a source said. "Both make a lot more than that."

The source added, "salaries today are way out. It's going to be hard to get top people for \$100,000. But there are a lot of good number two people who could be lured to the Bureau for that type of money and who could handle the job."

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The building's heavy slate roof collapsed during the fire. The roof kept firemen from the fire that raced through the open space above the offices.



View through the roof shows the total destruction of offices and production areas. Only the pressroom (upper portion of photo) was saved.

Equipment

How Nevada Appeal survived a fire

When a fire at the *Nevada Appeal* destroyed everything but the press, the newspaper's management received a heartwarming lesson in humanity.

Because of the extra efforts of suppliers, manufacturers, local businesses and management at the paper's group, the daily never missed an issue.

And despite the United Airlines and the Teamsters' trucking strikes, new camera, darkroom, platemaking and typesetting equipment and supplies arrived in record time. The paper was able to handle all production on its own just eight days after the fire.

The Nevada Appeal is the oldest daily in Nevada, being published continuously since 1865. Printed by offset since 1961, the paper appears weekday afternoons and Sunday morning, and averages 28 pages to a circulation of 9500. It serves Nevada's state capital, Carson City, which is 30 miles south of Reno, 14 miles east of Lake Tahoe, and filled with Old West history.

Besides the Nevada Appeal, the company publishes two weekly shoppers, the *Carson Chronicle* and the *Carson Times*, and prints 85,000 K-Mart circulars each week for Reno and Carson City distribution. It's a member of the Donrey Media Group, a privately owned group of 55 companies, including newspapers, radio and tv stations, outdoor advertising, and a construction company.

The fire at the Nevada Appeal began about 11 pm on Wednesday, March 28. As soon as the fire battalion chief received the notice, he called Dave Osborn, general manager of the Appeal. Osborn arrived at the scene just as firemen took axes to the front door. He

called Donrey's western vice president, Bill Metcalf, in southern California.

At the time, the fire was still contained in the circulation department, where it had started. However, the all-wood inner walls and superstructure of the building aided the fire's rapid spread, and the slate roof kept firemen from the fire that was racing through the overhead spaces. Within a half hour, Osborn called Metcalf back with the bad news—they would probably lose the whole building.

Metcalf had already notified other Donrey executives. Donrey had experienced fires in their Okmulgee (OK) newspaper and their Reno and Las Vegas tv stations, so they knew how to respond. By 3:30am, Metcalf and three others from southern California and Las Vegas had arrived in Carson City. They had decided on the Donrey plane that the Appeal would continue publication from their Las Vegas Review-Journal facility.

The fire was a major one, involving fire companies from two counties, the Stewart Indian colony, the State Division of Forestry and the U.S. Forest Service. Firemen were able to save the pressroom by hosing down the massive fire wall that separated the pressroom from the rest of the building. Everything else was lost.

At first the Appeal worked out of the lobby of the Frontier Motel, across the street from the plant. The manager cooperated fully and at 3am he gave them his largest room, which had once been the honeymoon suite! When the Donrey personnel arrived, they took five more rooms.

At 6am Thursday, editorial and production personnel from the Appeal flew

to the *Las Vegas Review-Journal* to supervise production of the paper. They would remain there until the following Thursday.

Reporters from the Review-Journal were in Carson City to cover the state legislature which was in session. They generally used their facsimile units during the night hours for the lower rates, so they let Appeal reporters send their stories to Las Vegas during the day. All production was done at the Review-Journal and the papers were flown to Carson City's airport.

Jack Gibson, production manager of the Appeal, remembers the first Appeal produced in Las Vegas. "Readers and advertisers were amazed. We had pictures of our building ablaze and burned out, yet the paper was still there. We had a 28-page paper scheduled for Thursday, and we needed at least 24 pages to run on the Review-Journal's press. We didn't try to change anything in classified, we simply shot Wednesday's pages. Changes were made slowly over the next few days.

Thursday's paper hit the stands four hours late, but it reached homes only two hours behind schedule. Since only 1000 of the 9500 papers are newsstand sales, the effect was minimal. As Dave Osborn puts it, "People were very understanding. They hadn't expected us to publish again for a month!"

By 2pm Thursday, Osborn and Fred Smith, executive vicepresident of Donrey, had signed for temporary office space. Again, they received tremendous cooperation from the phone company and two local office supply houses. Typewriters (on loan), desks and 22 telephones were in working order on Friday morning. Interim operation and production of the Appeal was assured.

Replacement of production equipment was the responsibility of Jack Gibson, production manager. That Thursday was a long day for Jack. He had been called by a fireman when the fire started, and he doesn't recall when he finally went
(Continued on page 20)

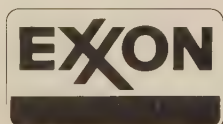
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Fire

(Continued from page 18)

home. He does remember the sinking feeling of watching everything go up in flames and the amount of work necessary to get it all going again. Jack worked with Dennis Schieck, Donrey's production manager, and Paul Shirk, Chemco Photoproducts representative, in rounding up equipment and supplies as quickly as possible.

Shirk was in Reno Thursday morning. He read about the fire in a small piece the Reno paper ran. Arriving in Carson City at 9am, he was welcomed by Gibson. "Salesmen can take a load off you in a situation like that," Gibson explains. "Chemco sells much of the equipment that we would need, so I knew I could trust Paul to do a lot of the work."

Shirk had recently been transferred to this territory, and this was only his second call on the Appeal. "The first time I was there," he recalls, "They had a processor that was down. We spent three hours cleaning out a blockage in a line. I knew this second visit wasn't going to be any better."

Gibson and Shirk spent most of Thursday figuring out the necessary equipment and supplies for the cameraroom, darkroom and platemaking. They searched the rubble, their pockets stuffed with slips of paper, making notes whenever they remembered something that was needed. "When you're starting from scratch," explains Gibson, "you realize there are so many little things you had taken for granted. The camera, sinks, platemaker and such are obvious items, but the line gauges, reproportioning wheels, lopes, trays, etc. are easily overlooked. We came up with a list that was two full pages long."

Phone calls to the various suppliers and manufacturers were started Thursday. Shirk saw Chemco's responsibility as coordinating all the sources, finding out where equipment was available and the quickest way to get it to Carson City. He was able to cut through the normal procedures of P.O.'s, processing and approvals by explaining the situation and using Chemco's purchasing power. Dennis Schieck gave Compugraphic a list of typesetting equipment they would need as soon as possible.

On Friday, United Airlines went on strike, tightening up air shipments. There would be no quick deliveries of large equipment. Only small shipments could be booked on short notice.

On Saturday, the Teamsters went on strike, making priority truck shipments impossible. When it seemed like the odds were piling up against the Appeal's recovery, people pitched in harder than ever.

nuArc transferred orders from their Chicago plant to their Los Angeles

Branch. The branch manager hitchhiked a rented trailer to his pick-up truck and got the equipment to the Appeal Saturday morning.

LogElectronics hired a moving van to ship the Robertson camera from Virginia. The driver didn't stop until he reached the Appeal Monday morning.

Compugraphic also hired a moving van from their Massachusetts plant. Two drivers took turns. They lost 14 hours in a Des Moines snowstorm but skipped a scheduled delivery in Salt Lake City to arrive at the Appeal Tuesday evening.

Personnel from Chemco's Berkeley, California branch used their own cars and trailers to bring up film, chemicals and additional supplies.

All production for Thursday through Monday was handled in Las Vegas. On Monday, Chemco personnel supervised construction of the cameraroom and darkroom in an unused end of the pressroom. Normally, they would have prepared detailed layouts for the best placement of equipment, plumbing, electric and venting. This time they planned everything verbally.

After the camera was positioned, the darkroom was framed out of the remaining space. Because of space limitations and a lack of floor drains, they had decided against installing a film processor. Pipes from the new developing sink were passed through the wall into the burned out section, and run to floor drains on that side. The entire electric panel was rewired, removing the destroyed section from service.

The darkroom was set up on Tuesday. An interesting sign of the times was the fact that Chemco representatives had to train the Appeal's personnel in tray developing; they had been accustomed to automatic processing!

Jack Gibson praises Chemco's aid. "We couldn't have asked for better service. I'd hate to think what would have happened if we'd have spread this out over different suppliers and tried to follow up on them. This was easy—Paul Shirk stayed on top of everything."

The Appeal's four-unit Goss Urbanite press had only suffered smoke damage and a layer of soot from the fire. It was tested successfully Monday morning. Page negatives were flown up from Las Vegas, plates were made at the Carson City Prospector, a local shopper, and the Appeal ran on its own press Monday afternoon.

With the camera, darkroom and platemaker operational, Wednesday's paste-ups were sent to Carson City, where the Appeal completed production.

The Compugraphic typesetting equipment ran well during a test Thursday, so all Appeal personnel returned from Las Vegas that afternoon. Just eight days after the fire, all production for Friday's paper was handled at the Appeal.

"I wouldn't say things were back to



As in the other damaged areas, equipment in the platemaking room could not be salvaged. Interim platemaking room, camera room and darkroom were built in a previously unused end of the pressroom.

normal," says Gibson, "but they weren't too bad. We got to press at 1:30 Friday afternoon, instead of our normal 12:30 schedule."

Considering the extensive damage caused by the fire, the Appeal's recovery is phenomenal. The paper's management realizes it was accomplished only through the total commitment they received from everyone that week.

Now that things are running a bit smoother, the Nevada Appeal can look forward to next March, when they expect to return to their original building. An addition of 3,700 square feet is being made to the existing 15,000. The paper had outgrown the 4½-year-old building before the fire. The new facility will include a total front end computer system and expanded space for advertising, editorial, circulation, paper storage and the mailroom.

Hurricane ripped roof off of plant

The 115 miles per hour winds of Hurricane Frederic tore the roof off the Mobile (Ala.) Beacon's plant and gutted the inside of the building on September 22.

Despite the damage, Lencie Thomas, one of the weekly's two publishers, said the paper for Mobile's black community has "continued to reach the public."

Thomas said the storm wrecked the back part of the Beacon's plant. She and the rest of the staff moved their equipment to the front of the building where they all are working until repairs are completed.



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Woman sports columnist shakes up the Red Sox

By John Consoli

She has written controversial front page columns on why so few blacks attend Boston Red Sox home baseball games, a closeup look at the late season crisis of a Red Sox wife and a satirical guide on how a new Red Sox player can achieve happiness on the team.

She was told by one Boston sportswriter to "clean up her act" by wearing skirts instead of jeans and was advised by that same writer to not enter the Red Sox locker room so much.

She was confronted by a Red Sox pitcher who chewed her out for quoting a fan who said the pitcher spent too much time in discos and not enough time working on his pitching.

She is Marie Brenner, 29, whose "Red Sox Diary" has been appearing in the *Boston Herald American* every Thursday and Sunday.

Brenner is not a sportswriter, but a "people writer" who is covering a sports team.

"I didn't want a sportswriter writing this column," said *Herald American* editor Don Forst. "I wanted people coverage and Marie is a hell of a people writer. I wanted her to write about the Red Sox, but not about hits, runs and errors. About the players as people—their strengths, foibles, how they interact."

The fact that Forst brought in both a woman and an outsider to do this type of column did not exactly endear Brenner to her fellow Boston sportswriters or to the Red Sox players.

The "cheesecake" type photo used to promote the coming of the column also had players wondering what her motives in covering the team were.

"The players were not thrilled with my presence at first," Brenner said. "They are still not, but are more or less forced to accept me."

Forst's idea in hiring Brenner, she said, was to give the reader "a sense of the Red Sox that they never had before." To "give them insights they never had before. To be funny sometimes and poignant at other times. Done in a way to attract people who had never read the *Herald American* before."

"I'm not interested in going into the locker room and seeing them in their jock shorts," Brenner said. "As unpleasant as it is for them, it is more unpleasant for me. They do deserve their privacy. It is also so unappetizing. It's not like the Beverly Hills health club."

Brenner said she goes into the locker room about twice a week.

"It's really been fielder's choice as far



Marie Brenner

as I'm concerned," she said. "I can write about whatever I want."

One of the first things Forst did as the new editor of the *Herald American* this past spring was to contact Brenner, then in Europe, about returning to the United States to do the column.

Forst had been a fan of Brenner's writing for some time and said he had been thinking about hiring her for three weeks prior to his first day at the paper. Three days into his new job, he contacted Brenner in London.

She said at first she declined, but after doing some serious thinking, she changed her mind.

"As a writer, I knew it would be fascinating. I thought, 'what a way to view a segment of America.' I also knew I could get a book out of it."

After pondering that last statement for a while, Brenner said, her decision to do the book came only after she was on the job for a while.

Word of her book, "Rookie", to be published by Little, Brown, was first leaked in June in a *New York News* column by Liz Smith. She said that really messed up her relationship with most of the Red Sox team.

She insists, however, that the book will not be similar to Jim Bouton's controversial *Ball Four*, in which he revealed how his New York Yankee teammates celebrated off the field.

"My book will be about me," she said. "What it's like to be a woman around a sports team."

Brenner originally went to film school and wrote a movie script, trying to sell it to Paramount. "They almost bought it," she said, "and then hired me as a story editor in New York."

At the same time, she freelanced for *New York Magazine*. She was fired from Paramount during an internal shakeup

and hired by Clay Felker to be a contributing editor to *New York Magazine*.

"He sent me to California to write about Hollywood, before *New West*," she said.

At age 25, she wrote a novel entitled, "Tell Me Everything" and two years ago wrote "Going Hollywood," which centers around the power struggle in the movie capitol.

Brenner has also written some "diaries" for the *Los Angeles Herald Examiner* and while in Europe, covered the Cannes Film Festival among other things.

Her stint with the *Herald American* is her first involvement with sportswriting.

"It was really like being an anthropologist at first," she said. "Baseball is like a bell jar world. To penetrate the (players') world, you have to become totally a part of that world."

Brenner said the players are very protective of one another. "There's no way they have to talk to you," she said. "I found it hard to communicate with them at first. I didn't know quite how to talk to them. I didn't know if they understood me."

Brenner told of the blank stares she got from players when she asked them how they felt about striking out or being in a slump.

"No one has ever treated players as though they were human," she said. "They are always asked how they hit the ball. Baseball is not just 6 to 2."

Spring training, she said, was fun. "It's so casual. It was a novelty for the players and for me—it was like being with all the guys I went to high school with."

The novelty wore off when Brenner's columns began to run. She took a hard look at some aspects of the Red Sox the other sportswriters had stayed away from.

Her column labeling Boston a racist city and detailing why blacks fear going to see the Red Sox play in Fenway park won the *Herald American* new readers, but did not make her the most popular person with the Red Sox players and management.

"Sportswriters in Boston think they are part of the Red Sox," she said. "They are 'homers.'"

In June, one sportswriter told Brenner she should change her image if she wanted to be more accepted by the players. "He gave me a list of do's and don'ts. Told me to clean up my act. He said I should always wear skirts instead of jeans and said I should not go into the locker room that much."

Brenner was down in the dumps. She followed his advice. "I started wearing skirts rather than jeans because they were making me uptight the way they would shut me out. I felt maybe if I began looking like a lady, presenting sort

(Continued on page 23)

EDITOR & PUBLISHER for October 6, 1979

(Continued from page 22)

of a professional image, they would feel I wasn't so casual about what I was doing."

Brenner "acted like a lady" for about a month until Red Sox star Jim Rice approached her one day on a road trip and told her not to be so "uptight."

"I followed his advice," she said. "Now I'm back to my old self."

Brenner said her season as a sports columnist has taught her many things. One is the unwritten rule that when a writer does a negative column on a player, the writer must visit the locker room the next day to "face his punishment." Punishment, she said, consists of the player berating the writer in front of his teammates.

She told of how Red Sox pitcher Mike Torrez "gave her hell" for quoting a fan who said the pitcher spent too much time hanging around a certain discotheque and not enough time working on his pitching. Brenner said Torrez told her the statement had gotten him in trouble with his wife.

With a week left in the season and the Red Sox not headed for post-season play, Brenner talked about her future. She said she has no plans to return as a Red Sox columnist next year, although Forst said he is still negotiating with her. She has been hired by *Newsweek's* new sports magazine, *Inside Sports*, to do a monthly column.

"I plan to keep on writing about sports for *Inside Sports*, but also plan to go into something else that interests me," she said. "Maybe to write about the suffering middle class and how they cope."

During the baseball season, the *Herald American's* circulation has risen and both Brenner and Forst credit at least some of this gain to the "Red Sox Diary" column.

As trying a season as it has been for Brenner, she has one especially happy tale to tell—her baseball "love story" or how she met and married New York broadcaster-writer Jonathan Schwartz.

As she tells it, she was really down in the dumps as she accompanied the Red Sox on a road trip to New York's Yankee Stadium this summer. "I was in the press box and saw a familiar face. I had met Jon a few years ago, but we each went our own way."

This time they got to know each other a little bit better and wound up marrying.

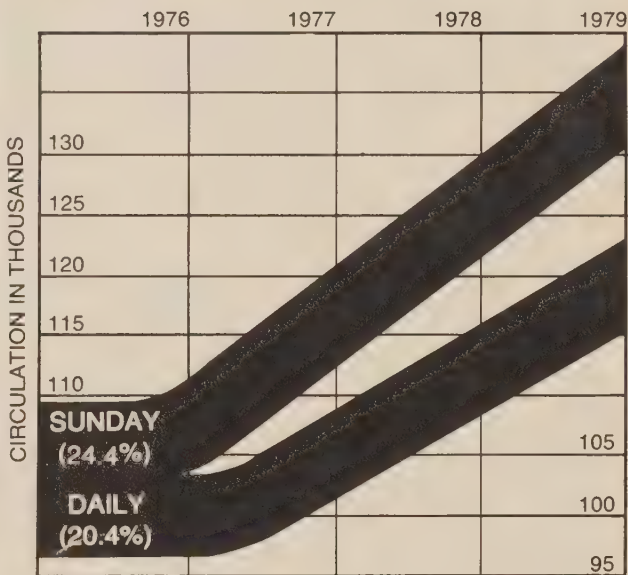
"If you would have told me a year ago that I would be returning to the U.S. to write a sports column on the Boston Red Sox and that I would be getting married, I would have said no way," she said.

Now she'd like all correspondence mailed to her home to be addressed to Mrs. Jonathan Schwartz. "It's less confusing that way," she said.

With toe scuffing,
Texas modesty,
we're forced
to admit



We're the Tops



Much as it embarrasses us to admit it, Daddy George, Sam Houston or whoever, we simply can't tell a lie. For the last three years, since Cox Newspapers purchased the *Austin American-Statesman*, we've been the fastest growing newspaper in the United States.

The ABC annual audits show us up 20.4 percent daily and 24.4 percent Sunday between March 31, 1976, and March 31, 1979.*

Austin American-Statesman
(A Cox Newspaper)

*ABC Audit Report (1976-79). Examination of newspapers with circulation over 100,000

Journalism Institute planned by Rutgers

Rutgers University, New Jersey's state university, will soon house an unusual resource institute for professional journalists if the institution's Board of Governors gives the project its blessing later this year.

Under the direction of Professor Jerome Aumente, a former reporter for the old *Newark (N.J.) Evening News* and the *Detroit Free Press*, the Rutgers Journalism Resources Institute will provide both print and broadcast journalists with intellectual resources, research capabilities, advanced study opportunities and specialized assistance in return for the promise of lasting ties to the institute.

The Executive Advisory Committee for the still developing institute already includes a host of New Jersey publishers and editors, several journalism scholars, and national press figures like the AP's Stan Swinton, Gannett's Bob Dubill, *Newsweek's* John Dotson, Jr. and ABC's William Liss.

Aumente, a Harvard Nieman Fellow himself, drew support from both the university and the Ford Foundation for a year-long study of existing programs throughout the country. He made site visits, interviewed administrators and program participants and gathered a wide range of information on the programs. The results of the study formed the base for the Rutgers program.

"We first wanted to get a handle on how the professional journalist grows once in the field," Aumente explained, "and then devise a program to provide advanced study capabilities, resources and a forum where professionals can share their experience." During his research, Aumente found, "a clear need to take the resources of a major university and relate them more directly and practically to the needs and interests of the mass media."

When and if the program gains official Institute status, it will provide five major services to journalists and the media:

I. Workshops, seminars and resource assistance on specific topics in the news; continuing issues of broader significance; and areas identified by the print and broadcast fields or the Institute. These programs would be short-term projects, lasting anywhere from a day to two weeks.

II. Longer term, in-residence fellowships for persons from print and broadcast fields to pursue studies, research and interaction with University faculty and students. The fellowships would be flexible in structure, lasting from several months up to two academic years.

III. Special, on-demand projects to

meet the individual needs of a newspaper, magazine, radio or television station, or for groups who work closely with the media. These projects would also be flexible, and could include situations in which the Institute would act almost as a consultant firm in problem solving for an individual media outlet.

IV. Research and interdisciplinary projects involving University faculty and advanced students who have a special interest in print and broadcast media. The projects would involve close cooperation and identification of topics of mutual interest between University faculty and print and broadcast professionals.

V. Special workshops for persons from government, business and industry, the arts, education, health and social services, and other special interest groups who depend on mass media for information distribution, and audience or reader panels and conferences with media people to give the latter a better understanding of interests. The Institute, in one of its pilot projects, is currently working on a series of videotaped interviews with readers concerning what they want from their newspapers. An advantage to such studies within the University, Aumente claims, is an approach that is untainted by commercial interests.

Aumente hopes to fund the institute through a \$4 to \$6 million endowment, which, through annual interest payments, would underwrite the \$300,000 budget he projects once the program gets off the ground. Currently, he's looking to foundations, professional associations, federal and state grants, registration fees and sale of resource materials for funding.

The developing institute has already staged two highly successful seminars, one concerning cameras in the courts and another dealing with the current World Administrative Radio Conference (WARC) in Geneva. Similar workshop/seminars are being planned for Management in the Newsroom; General Management; New Technology; Press, Law and Court Issues; Media and minorities; Weekly newspapers; Reader and Viewer trends; New Reporters; and Telegraph Editors, Editorial Writers and Foreign Copy.

Special section

On September 30, two days before the Pope arrived in New York, the *New York Daily News* published a 32-page magazine featuring articles and color photographs as a memento of the historic visit.

Teachers' tours touch real world of advertising

Students in the advertising classes at the University of Florida are going to have their eyes opened to the real world of marketing.

An extra-curricular program devised by a group of media people will supplement textbook learning of advertising in the College of Communications and Journalism.

As a starter, two professors—Leonard Hooper and John Sutherland—from the advertising faculty have taken a market study tour which embraced almost everything from newspapers and radio-television to Yellow Pages and matchbook covers.

Leo L. Kubiet, advertising director of the *St. Petersburg Times and Evening Independent*, said he expects a series of market tours will have far-reaching results in shaping the attitudes of students who plan to have careers in marketing. The U. of Florida has one of the largest enrollments in advertising courses in the country. It ranked third in number of graduates last year—143.

The idea came to fruition with the formation of an Advertising Advisory Council of 16 persons from all branches of the industry. The first tour with Profs. Hooper and Sutherland took place September 10-14 in the St. Petersburg-Tampa area. In the next semester Kubiet said, the tour may be extended to the Miami area for observation at major advertising agencies, printing firms, and the newspapers.

In a broad program of Council activities the teachers' tour will be linked with a Career Day when students are counselled on job options. Student field trips also are planned.

Kubiet is one of three advertising professionals serving on the Advisory Council. The others are Clark H. Bloom, president of Publishers' Representatives of Florida, and executive secretary of the Florida Newspaper Advertising Executives; and Enrique J. Perez, advertising director of *Diario Las Americas*, Miami. Bloom and Perez are UF graduates.

Chairman of the Council is H. Thomas Hall, president of Ensslin & Hall Advertising, Tampa. The group was appointed on the recommendation of the faculty of the School of Advertising and Public Relations. Ralph L. Lowenstein is dean and James L. Terhune is chairman.

Stone named

Robert J. Stone, most recently vice president of corporate communications and public affairs for Studebaker-Worthington Inc. operations, was named director of communications for McGraw-Edison Co., Elgin, Ill.

EDITOR & PUBLISHER for October 6, 1973

Local ad rate compendium to be published

A newspaper ad rate service will be published semi-annually by Pinpoint Marketing, Inc., New York.

The format, procedures and schedules to be used were determined after consultation with cooperative advertising committee of the Association of National Advertisers, according to Arnold Ferber, president of Pinpoint, a computerized auditing and processing service for cooperative ad claims.

Every daily newspaper in the country including suburban editions (over 2,000) will be reported in the local rate reference book to be issued twice yearly in February and August, effective 1980.

Alphabetized listings will include R.O.P. contract requirements, circulation, effective rate dates, number of columns and lines and charges for color and pre-prints for those newspapers offering the services.

One of the features, according to Pinpoint, is contract lineage requirements from low to open rates for both local and national advertisers. The rate data from each newspaper will be assimilated and

restructured in uniform informational categories to simplify information retrieval as a budget guide or to monitor cooperative advertising commitments, Pinpoint said.

Information will be kept current by recording individual rate changes as they are announced including effective date of change and updating the schedules in the semi-annual issues. Pinpoint will also provide clients with interim rate changes for specific newspapers upon request. In the near future, full service clients will be able to secure computer printouts through direct terminal access.

The charge for the services is \$125 for the R.O.P. and special section retail rates; \$50 for pre-print rates; or \$150 for the total package. A two-set binder with alpha tabs is also available for \$25.

Pinpoint received ANA encouragement and cooperation in the development of the service, according to Ferber, because of the expended effort now required to obtain rate information by direct request to individual newspapers. Also, since newspaper rate cards came in so many unrelated formats, it was difficult to make quick and accurate comparative analysis of rate structures. With the Pinpoint central source of reference and restructuring the information in a cohesive format, cost comparison efficiency and monitoring will be much fast-

er and simpler. ANA will discontinue its rate card service because of the availability of the new Pinpoint program.

Pinpoint Marketing is a cooperative advertising checking service providing computerized auditing, processing and marketing statistics, using an in-house IBM computer staffed by programming and media specialists. Pinpoint clients include major manufacturers in such diversified fields as cameras, toys, men's and women's apparel, trucks, retail stores, home furnishings, watches, jewelry and floor coverings. Pinpoint is located at 322 West 48th St., New York, N.Y.

Directory for law enforcers acquired

MJE, Inc., a subsidiary of the Milwaukee based Journal Company, has agreed to purchase National Law Enforcement Services Inc., which compiles and publishes a directory of law enforcement administrators.

The new division joins two others under the MJE umbrella: Roa Films, based in Milwaukee, which produces and distributes religious filmstrips and operates a film rental library; and United Learning of Niles, Ill., which produces and distributes educational and police training slide presentations.

Did you call State Farm last year for help on a story? Over 400 other reporters did.

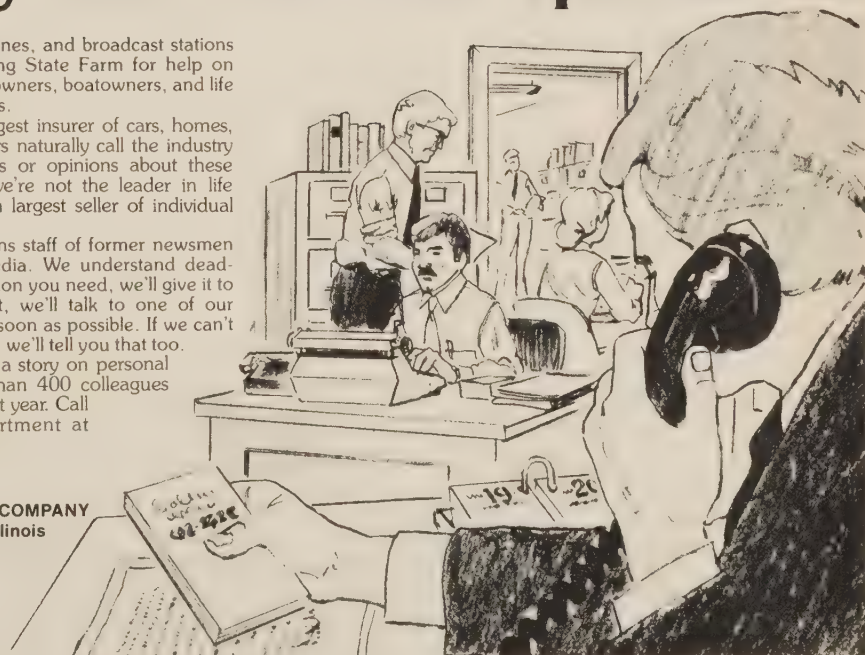
Reporters on papers, magazines, and broadcast stations across the country are calling State Farm for help on stories involving auto, homeowners, boatowners, and life insurance. Why? Two reasons.

First, we're the nation's largest insurer of cars, homes, and pleasure boats. Reporters naturally call the industry leader when they need facts or opinions about these forms of insurance. While we're not the leader in life insurance, we are the fourth largest seller of individual life policies.

Second, our public relations staff of former newsmen welcomes calls from the media. We understand deadlines. If we have the information you need, we'll give it to you right away. If we don't, we'll talk to one of our experts and call you back as soon as possible. If we can't get the information you need, we'll tell you that too.

When you need help with a story on personal insurance, join your more than 400 colleagues who turned to State Farm last year. Call our public relations department at 309-662-2521 or 662-2063.

**STATE FARM MUTUAL
AUTOMOBILE INSURANCE COMPANY**
Home Office, Bloomington, Illinois



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"SEE YOU IN DETROIT"



SALES MUSCLE—"Creative selling and super service" earned certificates of appreciation for representatives of 15 newspapers at the semi-annual seminar of NACON (Newspaper Advertising Cooperative Network) in St. Louis recently. Presenting the plaques "on behalf of 3,500 New York Life Agents participating in co-op advertising throughout the country" was New York Life's vicepresident F. L. "Gus" Cooper, second from left. Recipients are, from left; Mike Sullivan, *Boston Globe*; Bill Born (for Mark Pagenkopf), *Milwaukee Journal/Sentinel*; Dick Smith, *New York Times*; Ray Cifranic, *Cleveland Plain Dealer*; Mike Busse, *Los Angeles Times*; George Ericson, *Chicago Tribune*; Larry Falkner (for Carol Gardner), *Kansas City Times/Star*; Kurtz May (for Ron Wilcox), *Denver Post*; and Cy Brown, *Detroit Free Press*. Also receiving awards but not present for the photo are Lester Key, *New Orleans Times-Picayune*; Jim Lavender, *Dallas Morning News*; Jack Denkinger, *Omaha World-Herald*; Blight Carter, *Washington Star*; Joe Marinello, *Gannett Westchester/Rockland Newspapers*; and Steve Kline, *Oklahoma City Oklahoman*. The Co-op Ad program for New York Life Agents includes campaigns ranging from \$3,000 to over \$100,000 annually in 77 NACON-member newspapers. Last year the agents also published over 400 ads in zip code editions of national magazines through Media Networks, Inc.

Ad scene

By Dan Lionel

AMF Bowling scores with co-op program

When AMF's Bowling Division rolled out its \$600,000 co-op program last Spring there were a few more than the usual questions about its acceptance by AMF's customers—the nation's bowling centers. With summer coming on would the hard headed businessmen who own the centers kick in their share of dollars for the ads? Would they go for the advertising when even the most dedicated of the estimated 60 million bowlers in this country normally desert the bowling alleys for the world of the outdoors?

To be sure, AMF sweetened the co-op incentive by offering a 30% reimbursement for ads in any legitimate medium that mentioned in its context AMF's MagicScore—the automatic score keeper. The center was allowed up to \$200 reimbursement for each MagicScore unit on its premises. Thus a center with 30 lanes would have 15 MagicScore units (1 for every two lanes) and could spend up to \$9,000 in advertising and receive a \$3,000 reimbursement from AMF.

The programs would enable owners to do their own billing, circulation, com-

mission reports, contract reports, agings, accounts receivable or general ledger work. The equipment would also be capable of handling payroll and other applications, and Whalen expects to offer a program to make carrier distribution easier through use of the small computer.

"We can objectively help the publisher of a newspaper or magazine to analyze his company's needs. We can make it possible for a publisher to know his exact costs for the hardware and software prior to making his decision," Whalen said.

"If an in-house computer is the answer to his needs, we will help him decide what size computer, aid in the choice of program options, train his staff in the use of computer and programs. In addition, we will recommend backup and operation techniques to assure a smooth transition and keep the risk of error at a minimum. If, however, the paper's size and situation do not warrant an in-house computer, we can offer similar programs as a service bureau processing the work from our location. In this latter case, we

(Continued on page 35)

Newsplan—National Advertising Discount Program Key

Discounts for continuity in newspaper advertising

The following are changes and additions that were submitted to the Newspaper Advertising Bureau after EDITOR & PUBLISHER published a directory of Newsplan advertising discounts for national advertisers in the September 1, 1979 issue.

EXPLANATION OF TABLE CODES

'1' = Newspaper went from flat rate to discount
 '2' = Newsplan discount is greater than newspaper previous published discount prior to Newsplan
 **, ** = No edition or line rate varies by edition or day of week
 * = Calculated by Newspaper Adv. Bureau
 ***** = Discounts in effect prior to Newsplan
 N = Modular units not required, all ROP lineage will apply

Y = Modular units required

Rates shown are the most current from the newspapers or their representatives; open rate effective date is newspaper published date or date supplied to SRDS; open rates are from latest available source—rounded to two decimals.

NOTE: Discounts for Newsplan are stated as percents off the national open line rates. Advertisers, who already have larger space contracts affording lower rates than newsplan, would use those existing contracts and rates in conjunction with newsplan. All contracts covering newsplan are between the advertiser and the selected individual newspapers.

Newspaper Representative Codes

AD—Arkansas Dailies
 AN—American Newspaper Representatives, Inc.
 AP—Amalgamated Publishers, Inc.
 BS—Branham Newspaper Sales, Inc.
 CM—Catholic Major Markets, Inc.
 CN—California Newspaper Markets, Inc.
 CS—Cass Student Advertising, Inc.
 CW—Cresmer, Woodward, O'Mara & Ormsbee, Inc.
 DN—Drukker Newspapers, Inc.
 GA—General Advertising Service, Inc.
 GT—Gannett Newspaper Sales
 HH—Harte-Hanks Newspapers
 HN—Horvitz Newspapers
 HR—Hitchings, Robert & Co., Inc.
 HS—Hearst Advertising Service
 ID—Iowa Daily Press Association
 IN—Independent Newspaper Markets, Inc.
 IR—Inland Newspaper Representatives
 KR—Knight-Ridder Newspaper Sales
 LA—Landon Associates
 LC—The Leonard Co.

MM—Mid-South-Mississippi Dailies
 MN—Million Market Newspapers, Inc.
 MP—Missouri Press Service, Inc.
 MR—Metropolitan Publishers Representatives, Inc.
 ND—Northwest Daily Press Association
 NE—National Educational Advertising Services, Inc.
 NN—Newhouse Newspapers
 NX—Nixon Newspapers, Inc.
 OB—Orange Belt Newspapers
 OK—Oklahoma Press Service, Inc.
 PF—Publishers Representatives of Florida, Inc.
 SD—Southwest Dailies
 SF—Sawyer-Ferguson-Walker Co., Inc.
 SK—Story & Kelly-Smith, Inc.
 TN—Thomson Newspapers
 TP—Texas Daily Press League, Inc.
 US—U.S. Suburban Press, Inc.
 WD—Western Dailies
 WS—Western States Associates

(Source: Individual returns and SRDS 7/12/79)

	Disc CD	ST	Nabic Rep/ Grp	Col Per Pg	Lines Per Page	Open Line Rate		Published Page Rate		Lines =	Contract Discounts Off Open Line Rate For Newsplan Program			
						Daily	Sun	Daily	Sun		6 Pg	13 Pg	26 Pg	52 Pg
Advertiser-Journal Montgomery			1808											
	'1'	AL	SF/MU	9	2664	.73	.73	1944.72	1944.72	N	10.0%	15.0%	20.0%	25.0%
Southeast News Downey			2500											
	'1'	CA	BS	8	2352	.21	**.**	493.92	.00	N	5.0%	8.0%	12.0%	20.0%
Rocky Mountain News (tab) Denver			1071											
	'2'	CO	SK	6	1200	1.55	1.55	1822.80*	1822.80*	N	10.0%	13.0%	15.0%	18.0%
—Comments—Discounts cover all ROP including food section, Wednesday only, standard size, 8 cols. (2520 lines). Above bulk lineage discounts apply. Modular size units earn an additional .02 per line discount. No modular 1/8 page on tabloid format.														
Post & Telegram Bridgeport			1098											
	'1'	CT	LA	9	2556	.80	.80	2044.80	2044.80	N	.0%	2.5%	3.8%	5.0%

	Disc CD	ST	Nab/c Rep/ Grp	Col Per Pg	Lines Per Page	Open Line Daily	Rate Sun	Published Page Daily	Rate Sun		Contract Line 6 Pg	Discounts Rate 13 Pg	Off For 26 Pg	Open Program 52 Pg
Record & Journal Meriden	'1'	CT	1404 LA	9	2709	.34	**.**	921.06	.00	Lines = Y	16254 5.0%	35217 10.0%	70434 15.0%	140868 15.0%
Delaware State News Dover	'1'	DE	2435	6	1806	.42	.42	758.52*	758.52*	Lines = N	10836 5.0%	23478 7.5%	46956 10.0%	93912 15.0%
Bradenton Herald Bradenton	'1'	FL	6137 KR	8	2384	.41	.41	977.44	977.44	Lines = N	14304 3.0%	30992 5.0%	61984 10.0%	123968 20.0%
News-Journal Daytona Beach	'1'	FL	6175 SF	6	1806	1.04	.97	1878.24*	1751.82*	Lines = N	10836 5.0%	23478 10.0%	46956 15.0%	93912 20.0%
Fort Myers News-Press Fort Myers	'1'	FL	1382 GT	6	1806	.71	.78	1282.26	1408.68	Lines = N	10836 5.0%	23478 7.5%	46956 10.0%	93912 15.0%
Lake Wales Dly Highlander Lake Wales	'1'	FL	2515	8	2408	.18	.18	421.40*	421.40*	Lines = N	14448 14.0%	31304 20.0%	62608 26.0%	125216 32.0%
Ocala Star Banner Ocala	'1'	FL	6300 BS	8	2408	.42	.42	1011.36	1011.36	Lines = N	14448 1.0%	31304 2.0%	62608 3.0%	125216 5.0%
Record St. Augustine	'1'	FL	6338 LA	8	2408	.19	**.**	445.48	.00	Lines = Y	14448 5.0%	31304 10.0%	62608 15.0%	125216 20.0%
Press-Citizen Iowa City	'1'	IA	1269 GT	6	1785	.43	**.**	767.55*	.00	Lines = N	10710 5.0%	23205 7.5%	46410 10.0%	92820 15.0%
Times-Republican Marshalltown	'1'	IA	6205 ID	6	1848	.28	**.**	508.20*	.00	Lines = Y	11088 13.0%	24024 14.0%	48048 16.0%	96096 24.0%
Courier Ottumwa	'1'	IA	1436 BS	8	2408	.28	**.**	674.24*	.00	Lines = N	14448 5.0%	31304 10.0%	62608 15.0%	125216 20.0%
Daily Chief Perry	'1'	IA	6339 ID	6	1764	.21	**.**	370.44*	.00	Lines = N	10584 2.0%	22932 4.0%	45864 6.0%	91728 10.0%
Idaho Statesman (m) Boise		ID	1428 GT	6	1848	.84	**.**	1552.32	.00	Lines = N	11088 8.6%	24024 11.1%	48048 13.5%	96096 13.5%
Boise Id. Statesman (Sun) Boise		ID	1428A GT	6	1848		.97		1792.56	N	11.2%	13.3%	14.4%	14.4%
Chicago Tribune (all-day) Chicago	'2'	IL	1721A	9	2790	4.27	**.**	11900.00	.00	Lines = Y	16740 15.0%	36270 16.7%	72540 18.6%	145080 24.6%
—Comments—Only full page units apply. Newsplan will only apply if the advertiser runs a similar unit size and theme in at least two other markets outside the Chicago ADI.														

—Comments—Only full page units apply. Newsplan will only apply if the advertiser runs a similar unit size and theme in at least two other markets outside the Chicago ADI.

	Disc CD ST	Nabic Rep/ Grp	Col Per Pg	Lines Per Page	Open Line Daily	Rate Sun	Published Page Daily	Rate Sun		Contract Line 6 Pg	Discounts For 13 Pg	Off Newsplan 26 Pg	Open Program 52 Pg
Chicago Tribune (all-day) Chicago	'2' IL	1721B	9	2790	5.53	**.**	Partial-Page		Lines = N	16740 25.3%	36270 27.3%	72540 28.8%	145080 30.4%
Chicago Tribune (Sun) Chicago	'2' IL	1721E	9	2790	**.**	5.99	.00 16725.00		Lines = Y	16740 15.0%	36270 17.0%	72540 18.8%	145080 24.8%
—Comments—Only full page units apply. Newsplan will only apply if the advertiser runs a similar unit size and theme in at least two other markets outside the Chicago ADI.													
Chicago Tribune (Sun) Chicago	'2' IL	1721F	9	2790	**.**	7.76	Partial-Page		Lines = N	16740 25.9%	36270 27.7%	72540 29.4%	145080 30.7%
Chicago Sun-Times (m) Chicago	IL	6782	6	1200	5.18	**.**	4685.00	.00	Lines = Y	7200 18.0%	15600 20.0%	31200 22.0%	62400 25.0%
Chicago Sun-Times (Sun) Chicago	IL	6782B	6	1200	**.**	5.76	.00 4916.00		Lines = Y	7200 20.0%	15600 21.0%	31200 26.0%	62400 27.0%
Moline-Rock Island Quad- Moline	'1' IL	7010 BS	8	2408	.65	.65	1565.20*	1565.20*	Lines = N	14448 2.5%	31304 5.0%	62608 6.0%	125216 7.0%
Journal & Courier Lafayette	'1' IN	1347 GT	8	2384	.60	.60	1430.40	1430.40	Lines = N	14304 5.0%	30992 7.5%	61984 10.0%	123968 15.0%
Pharos-Tribune Logansport	'1' IN	1361 LA	8	2408	.25	.25	602.00	602.00	Lines = N	14448 9.0%	31304 11.0%	62608 14.0%	125216 19.0%

boston area newspaper dailies

band

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DISCOUNTS

6 pages . . . 5% discount
 13 pages . . . 7% discount
 26 pages . . . 12% discount
 52 pages . . . 15% discount

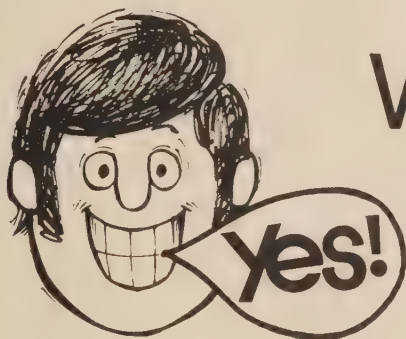
boston ADI's biggest buy-559,267 CIRC.

Nationally Marketed by **LONDON ASSOCIATES, INC.**



	Disc CD	ST	Nabic Rep/ Grp	Col Per Pg	Lines Per Page	Open Line Rate		Published Page Rate		Lines	Contract Discounts Off Open Line Rate For Newsplan Program			
						Daily	Sun	Daily	Sun		6 Pg	13 Pg	26 Pg	52 Pg
Winchester News Gazette Winchester			9127							Lines =	14112	30576	61152	122304
	'1'	IN		8	2352	.14	**.**	329.28*		Y	10.0%	20.0%	30.0%	40.0%
The Daily Republican Burlington			6171							Lines =	5376	11648	23296	46592
	'1'	KS		5	896	.17	**.**	152.32*		Y	7.0%	8.0%	9.0%	10.0%
Journal Coffeyville			1729							Lines =	10584	22932	45864	91728
	'1'	KS	GT	6	1764	.32	.32	564.48*	564.48*	N	5.0%	7.5%	10.0%	15.0%
Pittsburg Morning Sun Pittsburg			1201							Lines =	10836	23478	46956	93912
	'1'	KS	SD	6	1806	.24	.24	433.44*	433.44*	Y	5.0%	7.5%	10.0%	12.5%
The Gleaner Henderson			6306							Lines =	10836	23478	46956	93912
	'1'	KY	SK	6	1806	.27	.27	487.62*	487.62*	N	5.0%	7.5%	10.0%	15.0%
Courier-Jnl & Times (m&e) Louisville			1401							Lines =	10800	23400	46800	93600
		KY		6	1800	2.62	**.**	4716.00*		N	25.6%	26.0%	26.4%	27.0%
Courier-Journal (Sun) Louisville			1401A							Lines =	10800	23400	46800	93600
		KY		6	1800	**.**	2.25	.00	4050.00*	N	28.4%	29.1%	29.3%	29.8%
Messenger Madisonville			2436							Lines =	14448	31304	62608	125216
	'1'	KY	LA	8	2408	.23	**.**	553.84*		N	4.3%	4.3%	4.3%	4.3%
Herald American (m) Boston			3071							Lines =	16200	35100	70200	140400
		MA	HS	9	2700	2.99	**.**	7884.00*		N	5.7%	9.0%	10.7%	17.1%
Herald American (Sun) Boston			3071A							Lines =	16200	35100	70200	140400
		MA	HS	9	2700	**.**	3.35	.00	8775.00*	N	6.0%	9.0%	10.4%	17.0%
Marlbro Entprs/Hudson Sun Marlboro			6966							Lines =	14448	31304	62608	125216
	'1'	MA	LA	8	2408	.20	**.**	481.60		N	10.0%	15.0%	20.0%	25.0%
Hampshire Gazette Northampton			1008							Lines =	14448	31304	62608	125216
	'1'	MA	LA	8	2408	.28	**.**	674.24		Y	7.0%	12.0%	14.0%	17.0%
Telegram & Gazette Worcester			1333							Lines =	16254	35217	70434	140868
		MA	CW	9	2709	1.59	1.26	4226.04*	3332.07*	N	4.0%	6.0%	8.0%	11.0%
Times-Record Brunswick			1418							Lines =	10836	23478	46956	93912
	'1'	ME	LA	6	1806	.26	**.**	469.56		N	.0%	6.0%	8.5%	13.5%
Bay City Times Bay City			1182							Lines =	10728	23244	46488	92976
	'1'	MI	NN	6	1788	.64	.64	1182.72*	1182.72*	Y	2.0%	4.0%	6.0%	10.0%
Detroit News Detroit			1330							Lines =	16740	36270	72540	145080
—Comments—Only full page units apply.			MI MN	9	2790	4.31	4.89	10702.16*	12142.36*	Y	20.0%	25.0%	30.0%	31.0%
Detroit News Detroit			1330A							Lines =	16740	36270	72540	145080
		MI MN		9	2790	4.31	4.89	Partial-Page		N	8.0%	9.0%	10.0%	11.0%
Herald & News Tribune Duluth			1221							Lines =	10584	22932	45864	91728
	'1'	MN	KR	6	1764	1.04	1.06	1834.56	1869.84	Y	.0%	5.0%	10.0%	20.0%

	Disc CD ST	Nabic Rep/ Grp	Col Per Pg	Lines Per Page	Open		Published		Lines =	Contract Discounts Off Open			
					Line Daily	Rate Sun	Page Daily	Rate Sun		Line 6 Pg	Rate 13 Pg	For 26 Pg	Newsplan 52 Pg
Sentinel Fairmont	'1' MN	1459 ND	6	1806	.24	**.**	433.44	.00	Y	10836 5.0%	23478 10.0%	46956 15.0%	93912 20.0%
Independent Marshall	'1' MN	2412 ND	6	1764	.21	**.**	370.44*	.00	Y	10584 5.0%	22932 10.0%	45864 15.0%	91728 20.0%
The Journal New Ulm	'1' MN	1370 ND	6	1806	.24	.24	433.44	433.44	N	10836 5.0%	23478 10.0%	46956 15.0%	93912 20.0%
Neosho News Neosho	'1' MO	6127 AN	8	2352	.15	.15	352.80*	352.80*	Y	14112 5.0%	30576 10.0%	61152 15.0%	122304 20.0%
Post-Dsp/Glb-Dem (Sun/wkd) St. Louis	'1' MO	1504A NN	9	2790	**.**	3.57	.00	9960.30*	N	16740 7.0%	36270 9.0%	72540 10.0%	145080 11.0%



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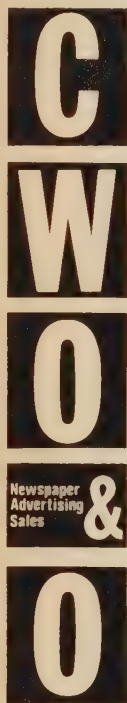
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	Disc CD ST	Nabic Rep/ Grp	Col Per Pg	Lines Per Page	Open Line Rate Daily Sun		Published Page Rate Daily Sun			Contract Discounts Off Open Line Rate For Newsplan Program 6 Pg 13 Pg 26 Pg 52 Pg			
Tupelo Journal Tupelo	'1' MS	6932 MM	8	2408	.35	**.**	842.80*	.00	Lines = N	14448 5.0%	31304 7.5%	62608 10.0%	125216 12.5%
Hamilton Republic Hamilton	'1' MT	6893 LA	8	2352	.17	**.**	399.84	.00	Lines = N	14112 5.9%	30576 11.8%	61152 17.7%	122304 23.5%
North Platte Telegraph North Platte —Comments—Wednesday edition includes insertion in the impact. Line rate is \$.40 & page rate is \$730.80.	'1' NB	1632 BS	6	1827	.32	.32	584.64	584.64	Lines = Y	10962 5.0%	23751 7.5%	47502 10.0%	95004 12.5%
Elizabeth City Advance Elizabeth City	'1' NC	6887 LA	6	1806	.28	.28	505.68	505.68	Lines = N	10836 5.4%	23478 10.7%	46956 16.1%	93912 21.4%
Manchester Union Leader Manchester	'1' NH	6580 SF	8	2408	.72	.72	1733.76*	1733.76*	Lines = N	14448 5.0%	31304 10.0%	62608 15.0%	125216 20.0%
Daily Advance Dover		1803 NJ DN/DN	8	2400	.60	.60	1128.00*	1128.00*	Lines = N	14400 28.0%	31200 32.0%	62400 35.0%	124800 37.0%
News-Journal Clovis	'1' NM	2415 TP	8	2408	.19	.19	457.52	457.52	Lines = N	14448 10.0%	31304 12.5%	62608 15.0%	125216 20.0%
Daily News-Sun Hobbs —Comments—Present national rate is \$0.21 per line which when discounted 15.2% is less than the local rate.		6493 NM	8	2352					Lines =	14112	30576	61152	122304



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**The East Bay of S.F./Oakland:
Its Finest Suburban Newspapers**

**Experience.
Professionalism.
Performance.**

Band group offers Newsplan discount

The BAND Newspaper Network, nationally represented by Landon Associates, Inc., is adopting the NewsPlan. The plan was implemented by the 20-paper group on September 1.

Arthur Wright, New England Regional office of Landon Associates, said it is part of an effort by BAND to promote a movement in the industry to respond more effectively to the needs of national advertisers.

Under the NewsPlan, BAND will offer 5%, 7%, 12% and 15% discounts to national advertisers who contract for 6, 13, 26 and 52 page continuity schedules on a non-cancellable annual basis. Corporate discounts will be allowed, and page size for determining lineage equivalencies will be 2400 lines. BAND covers the Boston ADI. The network has grown from a total daily circulation of 542,418 in 1978 to 550,689 in 1979—a 1.5%+ increase.

The BAND network includes: the *Beverly* (Mass.) *Times*, *Brockton* (Mass.) *Enterprise and Times*, *Concord* (N.H.) *Monitor*, *Dedham* (Mass.) *Transcript*, *Dover Foster's* (N.H.) *Democrat*, *Fitchburg* (Mass.) *Sentinel-Enterprise*, *Framingham* (Mass.) *South Middlesex News*, *Gloucester* (Mass.) *Times*, *Haverhill* (Mass.) *Gazette*, *Keene* (N.H.)

(Continued on facing page)

Disc CD ST	Nabic Rep/ Grp	Col Per Pg	Lines Per Page	Open		Published			Contract Discounts Off Open			
				Line Daily	Rate Sun	Page Daily	Rate Sun		Line 6 Pg	13 Pg	26 Pg	Program 52 Pg
1' NM	9101 TP	8	2520	.12	.12	302.40*	302.40*	Lines = N	15120 5.0%	32760 10.0%	65520 15.0%	131040 20.0%
1' NV	1870 WD	8	2408	.79	.79	1902.32	1902.32	Lines = N	14448 5.0%	31304 7.0%	62608 10.0%	125216 15.0%
1' NY	1002 GT	9	2700	.55	.61	1478.25*	1633.50*	Lines = N	16200 5.0%	35100 7.5%	70200 10.0%	140400 15.0%
1' NY	1246 LA	8	2408	.30	**.**	722.40		Lines = N	14448 5.0%	31304 10.0%	62608 20.0%	125216 30.0%
S 1' NYGT/WR	1696	8	2400	2.83	2.83	6792.00*	6792.00*	Lines = Y	14400 5.0%	31200 7.0%	62400 10.0%	124800 15.0%
1' OH	1485 KR	6	1890	1.82	2.20	3439.80*	4158.00*	Lines = N	11340 .0%	24570 5.0%	49140 10.0%	98280 15.0%
OH	1590 GT	9	2700	1.40	**.**	3294.00		Lines = N	16200 15.7%	35100 17.1%	70200 18.6%	140400 20.0%
OH	1590A GT	9	2700	**.**	1.90	.00	4725.00	Lines = N	16200 10.0%	35100 12.1%	70200 13.1%	140400 15.7%

CWO&O expands sales staff

Don Ferrull becomes vicepresident and manager of the San Francisco Office of Cresmer, Woodward, O'Mara & Ormsbee, Inc., the newspaper advertising sales firm.

He has been with CWO&O since 1969. His prior experience includes service with Benton & Bowles, New York, and sales for Peninsula Newspapers, Inc.

Linda Ramos joined the sales staff of the San Francisco Office on September 13. She came from the national advertising department of the *Oakland Tribune*.


Bennie C. Riley is the latest addition to the sales staff of CWO&O's Los Angeles Office. She has worked as a market researcher and export sales manager.

CWO&O's Pacific Coast offices are headed by States Tompkins, senior vice-president.

(Continued from page 32)

Sentinel, Lawrence Eagle (Mass.) *Tribune*, Lowell (Mass.) *Sun*, Lynn (Mass.) *Item*, Milford (Mass.) *News*, Nashua (N.H.) *Telegraph*, Newburyport (Mass.) *News*, Portsmouth (N.H.) *Herald*, Quincy (Mass.) *Patriot Ledger*, Salem (Mass.) *News* and *Waltham* (Mass.) *News-Tribune*.

EDITOR & PUBLISHER for October 6, 1979



**Experience.
Professionalism.
Performance.**

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Representing**

**THE
PENINSULA
TIMES
TRIBUNE**

***The West Bay of S.F./Oakland:
Its Finest Suburban Newspaper***

	Disc CD	ST	Nabic Rep/ Grp	Col Per Pg	Lines Per Page	Open		Published			Contract Discounts Off Open				
						Line Daily	Rate Sun	Page Daily	Rate Sun		Line 6 Pg	Rate 13 Pg	For 26 Pg	Newsplan Program 52 Pg	
Marietta Times Marietta	'1'	OH	1032 GT	6	1782	.49	**.**	873.18*		.00	Lines = N	10692 5.0%	23166 7.5%	46332 10.0%	92664 15.0%
Independent Massillon	'1'	OH	6527 LA	8	2408	.32	**.**	770.56		.00	Lines = Y	14448 5.0%	31304 7.0%	62608 9.0%	125216 13.0%
Uhrichsville Chronicle Uhrichsville	'1'	OH	5202 AN	8	2408	.13	**.**	313.04*		.00	Lines = Y	14448 4.0%	31304 6.0%	62608 8.0%	125216 10.0%
The News Ponca City	'1'	OK	1909 LA	6	1806	.24	.24	433.44	433.44		Lines = Y	10836 5.0%	23478 7.5%	46956 10.0%	93912 15.0%
The Record Coatesville	'1'	PA	1724 LA	6	1806	.28	**.**	505.68		.00	Lines = Y	10836 5.0%	23478 7.5%	46956 10.0%	93912 15.0%
Philadelphia Inquirer-(S) Philadelphia		PA	1639 KR	6	1860	**.**	7.34	.00	13057.20*		Lines = N	11160 6.8%	24180 8.2%	48360 9.1%	96720 11.7%
Philadelphia Inquirer (m) Philadelphia		PA	1639A KR	6	1860	5.30	**.**	9486.00*		.00	Lines = N	11160 6.0%	24180 7.9%	48360 9.6%	96720 12.5%
Philadelphia News (e) Philadelphia		PA	1639B KR	5	910	3.07	**.**	2466.10*		.00	Lines = N	5460 13.0%	11830 15.6%	23660 16.9%	47320 17.6%
Scranton Times Scranton	'2'	PA	1703 SF	8	2400	.73	.66	1632.00*	1464.00*		Lines = N	14400 12.0%	31200 18.0%	62400 20.0%	124800 23.0%
Daily American Somerset	'1'	PA	6131 LA	8	2408	.20	**.**	481.60		.00	Lines = N	14448 5.0%	31304 7.0%	62608 10.0%	125216 13.0%
Valley News Dispatch Tarentum	'1'	PA	1079 GT	6	1806	.58	**.**	1047.48		.00	Lines = N	10836 5.0%	23478 7.5%	46956 10.0%	93912 15.0%
State Record/Sun News Columbia	'1'	SC	1488A SK	8	2408	1.23	1.23	2961.84*	2961.84*		Lines = Y	14448 6.0%	31304 8.0%	62608 12.0%	125216 16.0%
Victoria Advocate Victoria	'1'	TX	1235 TP	8	2408	.40	.40	963.20*	963.20*		Lines = Y	14448 10.0%	31304 12.5%	62608 15.0%	125216 20.0%
Bellingham Herald Bellingham	'1'	WA	1594 GT	6	1890	.50	.50	945.00	945.00		Lines = N	11340 5.0%	24570 7.5%	49140 10.0%	98280 15.0%
Tacoma New Tribune Tacoma	'1'	WA	1629 SF	9	2709	.87	.87	2356.83	2356.83		Lines = Y	16254 5.0%	35217 8.0%	70434 12.0%	140868 15.0%
State Jnl/Capital Times Madison	'1'	WI	1784 BS	6	1806	1.20	1.25	2167.20*	2257.50*		Lines = Y	10836 .0%	23478 5.0%	46956 7.5%	93912 10.0%
Daily Journal Stevens Point	'1'	WI	1275 WBS/WG	8	2352	.21	**.**	493.92		.00	Lines = N	14112 2.0%	30576 2.0%	61152 4.0%	122304 6.0%
Times Watertown	'1'	WI	3197	6	1806	.23	**.**	405.72*		.00	Lines = N	10836 2.5%	23478 5.0%	46956 7.5%	93912 10.0%

Ad scene

(Continued from page 26)

can offer a newspaper the option of submitting the data to us by priority mail or using a batch terminal in the newspaper's office and transmitting data via telephone lines."

While all the claims for reimbursement are still not in, ad manager John R. Mazey said the company was delighted with the response. He showed E&P ads from all parts of the country that kept the bowling drum beating through the summer. "Most of the ads appeared in newspapers," he said, "followed by radio." Although the program is scheduled to terminate on Oct. 1 AMF is considering extending it through the end of the year "and," said Mazey, "there's an excellent chance we'll be repeating it next year."

Mazey believes the high percentage of participants in the MagicScore co-op program, over 40% of those eligible, despite the so-called summer doldrums, was due in no small degree to the easy to use and easy to understand ad kit AMF provided. While vendors are chronically concerned about lack of dealer participation in their co-op programs, Mazey sought to overcome the standard road blocks to participation.

First, the generous 30% reimbursement offer was an eye opener. Secondly, every recognized medium from paid to free distribution publications, to direct mail, radio or tv were acceptable with the only requirement that ads were to be sent to AMF for prior approval. "There were darn few we turned down," said Mazey.

The ads themselves, camera ready awaiting a logo, covered timely and provocative merchandising ideas such as "Have fun near home—go bowling and save gas, too! Many of the ads were geared to women who now constitute half of the estimated 10 million bowlers who are involved in bowling leagues. "Ladies!" shouted another ad, "Drop your mop. Put dinner on the back burner. Get out of the house and into the fun of bowling with MagicScore." Bowling centers, Mazey noted, are particularly anxious to activate their lanes during the day hence their appeal to women and teacher groups.

Accompanying the ads was a "Promotional Ideas" folder which contained, among other merchandising ideas, suggestions for newspaper advertising. "Newspaper ads addressed to women (Ladies Daytime Leagues, Learn To Bowl classes and Bonus Coupons) should run the same day and in the same section as local foodstore ads. Those addressed to men (Men's Leagues, Open Bowling, Youth Leagues, etc.) should run in the sports section on the day more space is allocated to sports."

EDITOR & PUBLISHER for October 6, 1979

Mazey notes that the sports pages of most newspapers virtually ignore bowling despite the fact that a Louis Harris study indicated that 1 out of 3 people went bowling last year and more people participate in bowling than any other organized sport played on dry land. "Even though our bowling tours have payoffs of from \$100,000 to \$150,000," he said, "there's seldom any mention of the winners." A recent issue of *Bowler's Journal* notes that bowling has been an ABC-tv fixture for 18 years, "... the longest running sports show on one network outside of college football." It estimates that some 20 million Americans see it and its ratings continue to climb. "Something for newspapers to think about?" asks Mazey.

Anderson re-elected

The Cook County Suburban Publishers, Inc., at its annual meeting held at the Drake Oakbrook Hotel, Oak Brook, Illinois, on September 14, re-elected Robert C. Anderson, publisher of the *Panax Newspapers*, Lansing, Illinois, as its 1979-1980 president. Cook County Suburban Publishers, Inc., serves suburban newspapers in Cook County and is now in its 42nd year. Bruce Sagan, publisher of the *Economist Newspapers* is chairman of the board.

Congressman praises Copley bureau chief

L. Edgar Prina, chief of the Washington bureau of the Copley News Service, has received praise on Capitol Hill for scooping other media August 30 on the reporting of the presence of Soviet combat troops in Cuba.

Representative Robert McClory (R-Ill), declaring that Prina used "entirely legitimate sources for his information", told members of Congress:

"I commend Ed Prina on his informative and dramatic article and for his delineation of action taken by Senator Richard B. Stone of Florida, who—in my view—handled the Soviet troop situation in an entirely appropriate way by communicating first with President Carter and Secretary of State Vance—instead of utilizing that information as a personal media event. In my view, Ed Prina's article has contributed to prompt action by our State Department and by our intelligence agencies."

Prina's August 30 article revealed that word of the Soviet troops in Cuba was disclosed by the CIA in its *National Intelligence Daily*, a classified publication distributed by the CIA to "key officers in the U.S. intelligence committee and to certain high-ranking policy making personnel."

PIONEER Profiles

James A. Allen
Publisher

Herald and News

Klamath Falls, Ore.



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PIONEER NEWSPAPERS

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Wehrle

APPOINTMENTS—Richard F. Wehrle, who joined the *Harrisburg (Pa.) Patriot-News*, as an ad salesman in 1955, was appointed general manager and assistant to the publisher, Fred A. Stickel Jr., who joined the paper in 1974, was named production manager.



Stickel

Ottaway Newspapers, Inc., made the following promotions and appointments:

JOHN DEL SANTO, general manager of the *Pocono Record*, Stroudsburg, Pa., has been named general manager of the *Ashland Independent*, Ashland, Kentucky.

JAMES R. LANE, general manager of *Allied News* (an Ottaway weekly), Grove City, Pa., has been named assistant general manager and marketing director of the *Pocono Record*.

ROBERT PARKS, assistant classified manager of the *Herald*, Sharon, Pa., has been named general manager of *Allied News*.

DAN SMITH, general manager of the *Sweetwater (Tex.) Reporter*, was named general manager of the *Cleburne (Tex.) Times-Review*. He replaces DON SCHNEIDER who was promoted to assistant general manager of the *Sherman (Tex.) Democrat*.

RICHARD G. MOISIO, general manager of the *Florence (S.C.) Morning News* since 1971 has been named publisher of the daily newspaper. The appointment was announced by Mrs. ELIZABETH O'DOWD, president of the *Morning News*. Mrs. O'Dowd had been president and publisher of the paper since the death of her husband JOHN M. O'DOWD.

ELMER COX, former news editor of the *Utica (N.Y.) Observer-Dispatch* and who served in Europe for more than 18 years as a senior information officer for U.S. Military Government in Germany and as a diplomatic press attache in six other countries, has been appointed as a columnist for the *Port St. Lucie (Fla.) Independent*.

JOHN M. LEMMON, an assistant managing editor of the *Washington Post*, was named managing editor of the *Baltimore Evening Sun*. He will replace PHILIP S. HEISLER who is retiring, effective October 15.

Newspeople

FRANK HARTLEY, who has been Kentucky editor of the *Courier-Journal* since 1976, was named news ombudsman for the Louisville papers, succeeding JOHN HERCHENROEDER, who retired.

JODY KOLODZKY has joined the staff of the *Philadelphia Journal* as an editor. She is a former reporter for the *Delaware (N.J. and Pa.) News* and the *Three Rivers (Mich.) Commercial*.

JAMES M. BOUSHAY was named director of public information for The Menninger Foundation, Topeka, Kansas.

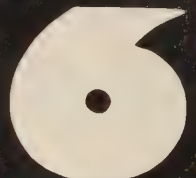
RICHARD ROSEN, most recently a reporter for WGBH-TV's 10 O'Clock News named editor-in-chief of *Cambridge (Mass.) Real Paper* and TOM FRIEDMAN, current news editor of WGBH's 10 O'Clock News was named executive editor.

SUSAN EMISTON, former reporter for *Tucson Daily Citizen* and *New York Post*, and author of a column of teenagers syndicated by the Los Angeles Times, was named executive editor of *Savvy*, a new monthly magazine for executive women to be started in November.

DUANE E. DUB, director of communications of the United Northwestern Realty Association for five years, has joined the *Detroit Free Press* as public service supervisor, succeeding MOLLY ANDERSON, who is training for another position.

REX E. STALEY, Arizona financier, was named associate publisher of the *News-Sun*, a daily newspaper in Sun City, Arizona.


WORCESTER



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Classified ad taker completes 50th year

Mary Bertucci of the *Seattle Post-Intelligencer* has just celebrated 50 years in the Post-Intelligencer's classified advertising department.

Manager Jerry Hayes estimated Bertucci's 50-year sales at more than a million and a half want ads.

To commemorate the occasion, publisher Virgil Fassio presented Bertucci with a plaque and a local radio station declared her its citizen of the day.

Bertucci says she has no plans for retirement. Since the P-I outfitted its classified department with an Atex system last year, Bertucci is selling more want ads than ever.

Classified employees expect that Mary's two millionth want ad won't be far off.



Fassio and Bertucci

n the news

JOHN LOHMAN, general news editor, *Fargo* (N.D.) *Forum*, was elected president of the North Dakota AP Editors Association. M.H. GRAHAM, publisher, *Devils Lake* (N.D.) *Journal* was cited for his 50 years as a newspaperman at the annual meeting of the association.

* * *

WILLIAM H. GREIDER, editor of *Washington Post's* Sunday news analysis and opinion section, was appointed assistant managing editor/national news.

* * *

JOHN NEAL, formerly circulation manager, *Coffeyville* (Kans.) *Journal*, has joined Berkley-Small Inc. as sales representative for the Pacific Northwest area.

* * *

NICK PARTSCH, previously publisher of the *Lead* (S.D.) *Daily Call and Deadwood* (S.D.) *Pioneer Times*, was named publisher of *Colby* (Kans.) *Free Press*, recently acquired by the Seaton group. JOAN ISTAS, previously farm and feature writer at the *Ottawa* (Kans.) *Herald*, was appointed managing editor and SUSAN WALKER was promoted to advertising manager of the *Free Press*.

* * *

JANA SUE LAM, reporter for the *Rogers* (Ark.) and BENJAMIN G. JOHN, staff member—resigned to join the *Odessa* (Tex.) *American*; they married September 29.



Christiansen



Capen

RE-ALIGNMENT—Norman J. Christiansen, 56, former FBI agent, who has been Knight-Ridder's vicepresident/operations for the group's smaller circulation papers, was named publisher of *Wichita* (Kans.) *Eagle and Beacon*, succeeding Gene Lambert, who is retiring November 30. Richard G. Capen, 45, who joined K-R from Copley Newspapers in July, will takeover Christiansen's duties as well as his own.

ROBERT BELLOTTIE was named Brazilian correspondent for UNICOM News.

* * *

TAISTO TUUPANEN, retail sales manager, was promoted to general ad manager of *Los Angeles Valley News*, succeeding THEODORE L. HENRY JR., recently named manager of retail advertising.

* * *

THOMAS J. BEATTY was named UPI's marketing vicepresident of the Southeastern Zone, succeeding GENE POYTHRESS, who was named general executive for group broadcast sales in Chicago.

J. DONALD BRANDT, 51, has been named editorial page editor for the *Wilmington* (N.J.) *News-Journal*. LESLIE E. CANSLER, Jr., 58, has been named associate editor of the *News-Journal*. Cansler, a 31-year veteran with the paper, succeeded the late THOMAS M. RETTEW III as Sunday editor in January. WILLIAM G. TUDOR, 34, has been named *Sunday News Journal* editor. Tudor joined the newspapers in 1966.

* * *

THOMAS SCHUMAKER, managing editor of the *Grand Forks* (N.D.) *Herald*, was named general manager. MICHAEL FINNEY, managing editor of the *Duluth* (Minn.) *News-Tribune and Herald*, was named executive editor of the *Herald*.

* * *

RONALD JACKSON, 32, formerly a metro area manager with the *Chicago Tribune*, was named vicepresident-circulation and circulation director for the *Afro-American Newspapers*, Baltimore, Md.

* * *

LEO R. NEWCOMBE, 57, senior vicepresident of the *Chicago Sun-Times*, will retire on October 1 and join the faculty of the College of Commerce, De Paul University, Chicago. Newcombe began his career with Field Enterprises in 1951. He was named controller of the *Sun-Times* in 1953, business manager in 1959, and general manager of the company's newspaper division in 1968.

Silha and Cowles move to top posts

A reorganization of the two top management positions at the Minneapolis Star and Tribune Company has elected Otto A. Silha, president of the company since 1973, chairman of the board of directors; and named John Cowles Jr., chairman since 1973, president.

As chairman, Silha will administer the board's operations and the company's development and acquisition activities as well as *Harper's* magazine in New York City and the recently-acquired *Buffalo* (N.Y.) *Courier-Express* morning and Sunday newspapers and cable system.

As president, Cowles will oversee the corporate staff and the Minneapolis Newspapers and affiliate operating divisions.

In announcing the reorganization, Silha, 60, and Cowles, 50, said they had had essentially an unchanged working relationship and division of job responsibilities for the past eleven years. "We think this re-allocation of duties will be refreshing for us both," Silha said.

Silha said he expects to pay particular attention to developments and opportunities in the expanding spectrum of electronic information transfer.

In 1968, Cowles Jr. succeeded his father as president of the privately owned company, and Silha succeeded EDITOR & PUBLISHER for October 6, 1979



Cowles and Silha

Joyce A. Swan as executive vicepresident and publisher of the Minneapolis newspapers. When Cowles Sr. retired in 1973, Cowles Jr. succeeded him as chairman, and Silha was named president. In 1976, Donald R. Dwight succeeded the late Robert W. Smith as publisher of the newspapers.

John A. Park, Jr.
and Company

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**Media
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24 Years Nation-Wide Personal Service

Down-South retailers welcome Ad Bureau's 'man in Atlanta'

Retailers in the South have put out the welcome mat for the Bureau's "Man in Atlanta."

And Bill Park has "raised up a whirlwind," Newspaper Advertising Bureau executive vicepresident-general manager Leo Bogart told the members of the Florida Newspaper Advertising Executives at their 91st annual meeting September 20 in Naples, Fla.

Bogart introduced William R. Park Sr., NAB vicepresident, with a glowing report of his activities since opening the Atlanta office in mid-July. After 40 calls at retail home offices in the Southern region, Park has had calls from 33 retailers for a variety of information provided by the Bureau.

A former department store and chain store advertising/merchandising executive and ad agency principal, Park, who hails from Rhode Island, invited the Florida advertising people to "let your ideas bounce off me because I think like a retailer." Right now in his introductory period, Park said he is making himself "highly visible and accessible."

The retailers he has contacted, Park said, are hungry for information about newspapers. Some of the requests deal with everything from a newspaper data computer printout to the development of a year-long co-op ad program. Some have asked for presentations to home office ad staffs concerning the increasing effectiveness of newspaper advertising and others want to know about total involvement in a chain's merchandising and advertising plans.

During a discussion of NewsPlan, in which more than 800 dailies are offering discounts of from 10% to 30% on continuity contracts with national advertisers, Bogart assured the Florida ad group that the discounts, even up to 30%, would not have any adverse effect on co-op ad programs. An FNAE member remarked that a 30% discount on national would result in a rate lower than his paper's local co-op pricing structure.

Bogart pointed out that co-op funds from a manufacturer are handled as a promotional expenditure at a different level than national advertising programs. NewsPlan, he said, would not interfere with co-op plans—"not at all."

As business conglomerates proliferate, Bogart said, corporate management is concerned with the effect of advertising costs on the profit line so they are looking closely at discounts in network media. Newspaper rates per thousand, Bogart said, are running up faster than those of other media.

Several major accounts, Bogart said, have demonstrated that they will plow back discount savings into more newspaper advertising and not transfer the

savings to rival media. He mentioned Philip Morris and Campbell's Soups as two notable examples.

Bogart said the Bureau has its sights set on a projected total of \$147 billion in advertising expenditures by 1990. This would translate into \$49 billion of 1970 dollars. Newspapers' share of the total ad outlay has remained constant at about 30% since 1960. While the national category has declined sharply, much of that loss has been picked up in retail and classified.

NAB's executive reminded the Florida members that advertisers look to newspapers for more than sales and service calls; they want a dynamic, creative relationship. In this respect he advocated better pay for personnel in the advertising/marketing departments because generally they are not as well paid as their counterparts in other media.

As for the growing number of shoppers and door-knockers, Bogart said they no longer come from antique equipment in a back street basement. They are successful competitors for the newspaper ad dollars. "Some of you," he observed, "publish them yourselves."

Citing survey statistics that give the lie to the belief that young people shy away from newspapers, McCann-Erickson vicepresident J. Douglas Johnson declared that publishers should have a strong commitment to higher education and higher income for the 18-to-34 age group in their communities. Newspaper acceptance and readership rate as high as 72% among them.

Johnson advised newspaper people to join the sectional revolution—"cater to the 'me people' with their self-indulgent product demands." The newspaper, he said, should be their personal information source with focus sections on hobbies, baby-sitter activities, how-to-cope features and sports for both jocks and jockesses.

There is still an old problem, Johnson said, because advertising and editorial people aren't talking to each other and the makeup people don't talk with either. As a result, ads are scattered and editorial content is unrelated to the ad messages.

An FNAE exhibit of more than 400 samples of creative and business-plus ideas for advertisers drew attention especially to shopping center promotions generated by local ad staffs. Numerous special sections, with splashes of art work and color, won citations.

Picked at random by a visitor to the exhibit hall were:

- *Cocoa TODAY's* special for Merritt Square. The cover page was made up of 30 circles, with spot color, each designat-

ing a business represented in the advertising.

- An Intown Business Association package in the *Pensacola News-Journal*, with considerable lineage from merchants.

- Working with the mall promotion manager, *Tampa Tribune* and *Times* developed a large shopping center special.

- *Fort Myers News-Press* sold Sears on an institutional page that was the frontispiece for a Pageant of Light section. The ad featured a portrait of Thomas E. Edison with the caption "Two institutions of greatness—Edison and Sears, Roebuck & Co." Fort Myers has one of Edison's workshops and homes.

- "Mall Madness" sales section ran as a tabloid in the *Palm Beach Post and Times*.

- *Tampa Tribune* had a Fourth of July special for which only institutional copy was accepted.

- *Cocoa TODAY* reported much new business in a Festival of Foods section that was designed especially for national accounts.

- Only three days before deadline, *Cocoa TODAY's* staff sold a special for the space program's 20th anniversary. Until word came that President Carter would participate in the celebration, there was to be only a mild observance.

- *Ocala Star-Banner* cashed in on the Kentucky Derby when a local colt (Affirmed) won the big race. "It's Affirmed!" declared the headline on an ad placed by the Florida Thoroughbred Breeders Association that led off a special section.

- *Hollywood Sun-Tattler* picked up extra lineage with a Club Life tab.

- *Clearwater Sun* tapped the automotive repair shops with a theme of "How to communicate with your car mechanic."

- When the St. Petersburg Board of Realtors planned a 5-col. 5-in. ad for Private Property Week, the *Times* and *Independent* salesmen obtained permission to open the event to all realty agencies with the result that two pages of copy brought in \$5,000 additional revenue.

Times-Mirror files for \$100 million

The Times Mirror Company has filed a registration statement with the Securities and Exchange Commission covering an issue of \$100 million principal amount of notes due 1986 expected to be offered publicly in mid-September 1979. The notes will be underwritten by a group of investment banking firms headed by Morgan Stanley & Co. Incorporated and Goldman, Sachs & Co.

The net proceeds to be received by Times Mirror from the sale of the notes will be used to reduce short-term borrowings and for general corporate purposes.

EDITOR & PUBLISHER for October 6, 1979

Software package developed for small papers

Whalen Computer Services, Millbrook, New York, one of the largest computer service bureaus serving newspapers in the United States, has developed programming packages which will make it feasible for smaller newspapers to have their own in-house computer systems.

Whalen has been providing customized billing, circulation and general ledger services to newspapers nationwide for the past seven years.

"Use of computers has begun to play an equally important role on the business side as on the production side of small and medium size newspapers in the past few years. As we worked with publishers, we discovered that some could benefit from having their own in-house capability, but that there was a void in the market as far as knowledge of hardware and programs designed to meet a newspaper's needs" said Robert Whalen, president of Whalen Computer Services.

"In order to meet that need, we have spent more than a year creating programs designed for newspapers to be used on Datapoint System equipment," Walen said.

The programs would enable owners to do their own billing, circulation, commission reports, contract reports, agings, accounts receivable or general ledger work. The equipment would also be capable of handling payroll and other applications, and Whalen expects to offer a program to make carrier distribution easier through use of the small computer.

"We can objectively help the publisher of a newspaper or magazine to analyze his company's needs. We can make it possible for a publisher to know his exact costs for the hardware and software prior to making his decision," Whalen said.

"If an in-house computer is the answer to his needs, we will help him decide what size computer, aid in the choice of program options, train his staff in the use of computer and programs. In addition, we will recommend backup and operation techniques to assure a smooth transition and keep the risk of error at a minimum. If, however, the paper's size and situation do not warrant an in-house computer, we can offer similar programs as a service bureau processing the work from our location. In this latter case, we can offer a newspaper the option of submitting the data to us by priority mail or using a batch terminal in the newspaper's office and transmitting data via telephone lines."

NAPP to expand plant in Calif.

NAPP Systems (U.S.A.) plans to expand capacity at its San Marcos, California manufacturing facility, at an estimated cost of \$9 million.

The company states the demand for its plates and equipment has been exceeding forecasts.

NAPP's subsidiary company NAPP Systems (EUROPE) Ltd., headquartered in Windsor, is projecting a growing demand for plates and equipment from Europe. Other international markets are also anticipated to grow substantially over the next five years.

The expansion program is expected to

be completed by mid 1980.

NAPP's new high production Titan System was introduced at the ANPA in Las Vegas last June. The first units are presently being installed at the *New York Post* and *Philadelphia Inquirer*.

Lockwood acquires

Lockwood Trade Journal Co. Inc. has acquired 'Tar Heel'—the magazine of North Carolina. The main emphasis of the magazine is on leisure and relaxation and it was formed two years ago by the New East Corporation of Greenville, N.C.

"Yes Sir, Mycro-Tek Sells an 8 VDT System for \$49,560 . . .



... that has 20 million character storage, slow speed wire capture and online typesetter interfacing.

Yes, the Mycro-Comp Front-End System can be configured for smaller floppy disk and larger hard disk systems yet remain competitively priced. And Mycro-Comp has all the features such as headfit, copyfit, search and replace, insert, and delete (and more), plus optional software packages such as Class Ad and Billing and Circulation Management. Mycro-Tek is also proud of its 96 Mycro-Comp installations throughout the United States and Canada. And South America will soon have its first Mycro-Comp installation.

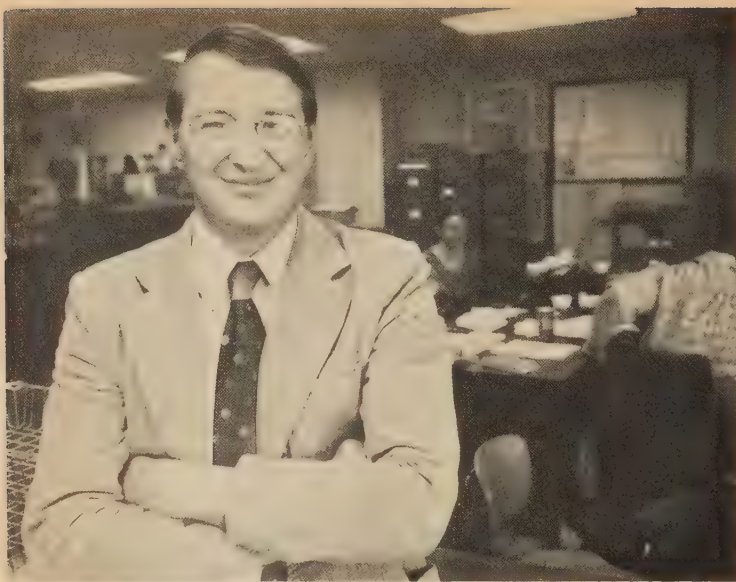
Well, sir, this was just an introduction today. When you want further information, please use this toll free number, 800-835-2852, and ask about the Mycro-Comp Front-End System.



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Claude Walbert, managing editor, Morro Bay Sun-Bulletin

Weekly editor

By M.L. Stein

Hard-edged reporting

Despite the Pulitzer Prize awarded to the weekly *Point Reyes* (Calif.) *Light* for its in-depth probe of Synanon, investigative reporting is generally associated with metropolitan newspapers.

But several other small and unsung weeklies and dailies are constantly hammering away at graft, corruption and other questionable activities in their communities.

An example is the *Morro Bay* (Calif.) *Sun-Bulletin* and its managing editor, Claude Walbert, 43, who began his investigative reporting career on Little Rock's *Arkansas Democrat* in the early 1960's, when he wrote more than a dozen pieces about illegal gambling in Hot Springs and other Arkansas cities that were controlled by organized crime and ignored by law enforcement officials and politicians.

His first reporting was on the *Guymon* (Okla.) *Herald*. He said he hadn't thought about journalism until his car broke down in Guymon and he had to get a job to pay for repairs.

"When I went to work there 17 years ago I saw no reason why newspapers in small towns had to serve up poorly written and poorly reported news, and I still don't," said Walbert.

The genial editor put his philosophy into practice soon after joining the *Sun-Bulletin* in 1972. Named news editor in 1974, he was among five finalists for the 1976 Pulitzer Prize for local investigative reporting. His entry consisted of nine

stories that dealt with the competitive advantage Standard Oil Company of California would gain if a proposed supertanker port were built near Morro Bay on California's central coast.

The story was a team effort but Walbert first read more than a dozen books on the oil industry, plus searching through the country's major newspapers, government documents and trade magazines. He then made hundreds of phone calls to industry and government people who would talk about the issue.

Since then, Walbert and his four reporters on the *Sun-Bulletin* (circulation 11,500) have flailed away at all manner of curious behavior in Morro Bay and five other towns that comprise the paper's circulation area.

"I wanted to get aggressive, hard-edged reporting in the *Sun-Bulletin* but I didn't try to do it overnight," Walbert recalled. "I started with a look at the private docks that were beginning to line the shores of Morro Bay. The Corps of Engineers was supposed to regulate construction in the bay but hadn't been. That changed after our story ran. Some of the docks were removed while others were forced to get permits."

Walbert's next investigation also involved the shoreline. After passage of the Coastal Act of 1972, he noticed that building in the permit area increased instead of slowing down. After interviewing scores of builders and planning officials, he found that more than 100 homes

were being constructed in defiance of the new act. Following Walbert's series, the builder of most of the houses was the first person fined under the act.

Later, Walbert, who became managing editor in 1976, took a close look at the country's home health care contractor. He gathered a stack of documents that showed a pattern of poor patient care and high profits. In addition, he reported the county had failed to prepare audits and reports as required by the state.

Walbert's interest also was aroused when he learned that three public officials—a county planning commissioner, a mayor from one town and a councilman from another community—were preparing to launch a new savings and loan association with several persons in the building industry.

Checking around, the newsman found the group had raised nearly \$30,000 from their own resources to pay for organizing expenses. He then contacted the Secretary of State's political reform division and the Fair Political Practices Commission which supplied information that enabled him to write a story detailing how the trio violated the state's political reform act by not reporting the fund raising.

"Law enforcement has been a fertile field for investigative stories," Walbert declared. "I wrote a piece about crumbling law enforcement standards under an acting sheriff. The next week while I was preparing a story on the lack of safeguards in the county's reimbursement system, I learned the acting sheriff had been paid for a dinner where he was supposed to have been speaking at the very time he was being interviewed as a candidate for the permanent post of sheriff. He repaid the money but he didn't get the appointment."

Among the *Sun-Bulletin's* targets has been the Morro Bay police department. In one instance, Walbert was tipped off that a Morro Bay councilman had been arrested for drunk driving a week before the election. He also noticed that no mention of the arrest turned up on the police log and that the chief himself went to the jail, waited for the councilman to sober up and then drove him home. A story on the incident appeared and the councilman lost his bid for re-election.

Shortly before another election, newspaper was informed that the same police chief met at his home with the mayor to discuss the case of an accused child molester, who was being represented by the mayor's law firm. The result: the child molester was not arrested the next day after the chief told his detectives to hold off, according to Walbert.

"The district attorney got wind of what was going on and filed a motion that the mayor's firm be relieved from the case because of a conflict of interest about the time my story appeared," Walbert continued. "The judge wouldn't

(Continued on page 42)

It's business as usual for Moscow writers

"Life has been completely normal," *New York Times* Moscow bureau chief Craig Whitney reported to the Overseas Press Club in New York on how he and fellow correspondent Hal Piper of the *Baltimore Sun* have fared since the Soviet Union sued them last year for "slandering Soviet television."

The Soviet government had demanded that Whitney and Piper pay fines and print retractions of stories they wrote for their respective newspapers about a dissident from the Soviet Socialist Republic of Georgia.

The correspondents paid the fines and were censured by a Soviet court, but they never retracted their stories.

Whitney and Piper had reported that the relatives of Zviad Gamsakhurdia believed his nationally televised confession of being "anti-Soviet" had been fabricated by careful editing. The correspondents had included in their stories Soviet officials' insistence that Gamsakhurdia's confession was genuine.

Subsequent events proved that the man had indeed confessed on television. The Soviet government tried the correspondents in absentia since both men were away on vacation.

Whitney said that the Soviets never issued any official statements as to why it was taking action against Piper and him.

"I don't have any idea why Hal and I were charged or why they dropped the case at the end even though we never retracted," he commented.

Pointing out that the Soviets are sensitive about the issue of nationalism among the country's many ethnic minority, Whitney offered his own "educated guess" as to why the government decided to sue for slander.

"Anybody who advocated separatism—or secession—they see as posing a grave threat," he explained. "The authorities wanted to make the Soviet people realize that this guy did confess."

Of the general working conditions of foreign correspondents in Moscow, Whitney remarked "There is no censorship. That's why they tried to sue. It's easier to work there than it was 10 to 20 years ago. They wouldn't have tried us then, they'd have just said 'The hell with you. Go.'"

Whitney also stated that "real information" available to journalists on what is happening inside the Soviet Union "is as limited today as it was under Stalin. Outsiders and journalists in particular really don't know anything at all about the intentions of Soviet leaders. Educated guesses are the best you can do. Anyone who claims to know is bluffing."

EDITOR & PUBLISHER for October 6, 1979

Hearing on N.Y. Shield Law set

New York state Assemblyman Steven Sanders, chairman of the Subcommittee on Human Rights, has introduced legislation aimed at filling the loopholes in the existing state Shield Law and his subcommittee will hold a formal public hearing in New York on November 19.

"It is my belief that the present law is perfect on paper, but seriously flawed when viewed from the vantage point of experience and a dramatic rise in the use of subpoenas against reporters," Sanders said. "The record of court handling of defense counsel subpoenas of journalists' notes and the like is a chilling one indeed."

Sanders said it is the hope of his subcommittee to hear from witnesses "as to how the Shield Law can be strengthened to the fullest, so that it is maximally effective and a tighter statutory reflection of the original and vital legislative intent to protect the confidentiality of reporters' sources and notes.

The hearing will be held at 10 a.m. on November 19 at the New York Bar Association Building, 42 West 44th St., Manhattan. Anyone wishing to be a witness or who wishes to submit testimony prior to the hearing can contact Sanders through his office at 125 East 23rd St., Suite 600, New York, N.Y. 10010.

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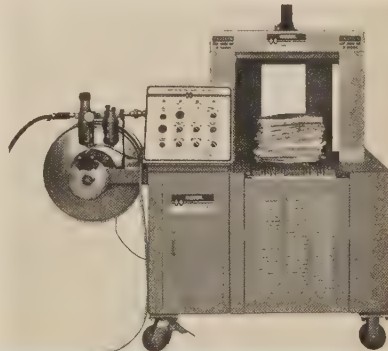
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Weekly editor

(Continued from page 40)

grant the motion but voters relieved the mayor of his job in the election."

The same police chief, according to Walbert, went into retirement after a Sun-Bulletin story revealed his policy of letting local garages store the cars of crime victims. The article told of a rape victim who was confronted with a \$600 storage bill after her release from the hospital where she had undergone plastic surgery for damage inflicted by the rapist.

And there was the district attorney running for Superior Court who sent out a hard-hitting attack against his opponent. He made the mistake, however, of having one of his investigators deliver the broadsides in an unmarked car which, the county purchasing agent confirmed to the Sun-Bulletin, had been assigned to the DA for undercover work. Not only did the paper's revelation insure the district attorney's defeat, but the next grand jury recommended reforms that have been carried out to make sure county employees aren't used by their bosses for political campaigns.

Walbert's curiosity also led him to explore the background and business dealings of a discount grocer who suddenly vanished from Morro Bay. He found the man was heavily in debt and that several townspeople had invested in his operation. When the district attorney filed a complaint charging the grocer with grand theft, ten of the counts were based on information exposed in the Sun-Bulletin stories.

The editor said that about half his stories result from tips and the other half from routinely checking public records.

"I go over recorder's records and court documents almost every day," Walbert explained. "It's amazing the material that turns up in these papers."

Documents are the backbone of the newspaper's investigative stories.

"None of our investigative pieces has resulted in a libel suit or even the threat of one," Walbert said. "One reason is that I document everything. I also try to be fair to the subject because I know the story alone is going to hurt him. And there may be more serious consequences for him later, such as civil suits, loss of job, and family upheaval.

"Another way to avoid suits is to know something about the law. Since 1975, when I attended a seminar on investigative reporting at UC Berkeley, I have managed to go to one solid conference each year that includes a section on the law as it affects what newspapers can safely write."

However, investigative reporting has produced other hazards for Walbert. He has been the object of several shouted

threats and obscenities and once the subject of a probing story tried to run him down with his car.

Walbert said he wanted to emphasize that the Sun-Bulletin, which is one of the three weeklies and seven dailies in the John Scripps Newspaper Group, "is not some sort of alternative newspaper that specializes in muckraking, as much fun as that would be."

He asserted that the paper puts heavy stress on straight news reporting, pointing out that it has won several honors from newspaper associations, including the California Newspaper Publishers Association. Last year, CNPA awarded the Sun-Bulletin first place in the photojournalism contest for weeklies over 7,500 and the year before it took second place in the front page category.

Walbert advised young journalist planning careers as investigative reporters to first get "good general reporting experience on such beats as city hall and police."

"They should learn where things are," he went on. "A large part of investigative writing consists in knowing where to find documents and court records."

He also suggested that beginners try some "soft features" as a means of developing interviewing techniques.

"By doing interviews you learn to think on your feet," he explained. "You learn the psychology of getting information from people."

Walbert has used the interview method to produce investigative features that revealed no legal wrongdoing but turned an otherwise routine story into a poignant drama. In one instance, he traced the lifestyle and associations of a 17-year-old boy who died from drinking a massive amount of beer and whisky at a party.

The editor said he has a great deal of freedom for investigative reporting, noting that, although the Sun-Bulletin is a group newspaper, "editorial direction is decided in Morro Bay, not in San Diego" (Scripps headquarters).

Sun-Bulletin publisher George L. DeBord said of Walbert:

"He is one of the most thorough and probing reporters I have ever worked with."

Color ad rates are reduced for special

Newton (N.J.) *Herald* is offering a discounted color rate for ads ordered for their 150-year anniversary edition on Sunday, December 30.

The *Herald's* regular color rate is \$105, but for this special edition, Robert O. Cosgrove, ad director, said the paper will charge \$75 for one color. Space deadline is November 21.

The full-page black-and-white ROP rate is \$624.

Weekly started in Palo Alto, Calif.

It's a dream many newspaper editors have, but one which few pursue—starting their own community weekly newspaper.

But that's exactly what Tom Gilsonan did this summer, as he began publishing the *Palo Altan* from his home office in Palo Alto, Calif. Four months later, undaunted by the *Chicago Tribune*-owned *Peninsula Times Tribune*, his main daily competitor, Gilsonan's paper is alive and well, and expanding at a healthy rate.

Reader response to the new hometown paper, which now has a circulation of 7,500, has been warmly enthusiastic, Gilsonan notes. The paper is attempting to fill the need for more local news in Palo Alto at a time when the daily has taken on a more regional coverage pattern.

"Many local advertisers have told us they'd like a paper which reaches just Palo Altans. Our goal is to bring together readers interested in more Palo Alto news, and merchants who want to reach them, in much the same way that a rural community paper covers its area," Gilsonan said.

Merchants are offered the opportunity to be grouped by shopping areas, for example, a downtown shopping section includes a map showing locations of the stores.

Like most weeklies, the *Palo Altan* offers summaries of city and school news, plus complete local entertainment and events listings. A strong local editorial page, a locally-produced comic strip, and a local consumer column are among its special features.

To keep costs at a minimum, Gilsonan has devised a variety of production shortcuts. The paper is a three-column tabloid, with a ragged right margin on each of the wide columns. The front page is magazine style, highlighted by a large photograph.

Gilsonan, who is editor and publisher of the *Palo Altan*, was formerly regional editor for the *San Jose Sun* newspapers owned by Meredith Corporation.

Reporter cited for radiation reports

Environment reporter John Hayes of the *Salem (Ore.) Oregon Statesman* has won the C.B. Blethen Memorial Award for investigative reporting.

The award is made by the Allied Daily Newspapers, an association of newspapers in Oregon, Washington, Idaho, Montana and Alaska.

Hayes was cited for a series of reports on the problems of radiation, which, the judges noted, was written prior to the Three Mile Island nuclear accident.

Hayes won \$500 which will be matched by the *Oregon Statesman*.

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Touch-sensitive terminal aids newspaper research

By Earl Wilken

Newspapers, both daily and weekly in the U.S., and Canada, can now move into a new area of computer technology and conduct marketing and readership surveys via a stand alone terminal system called SEE N' TOUCH.

Information Dialogues, a Minneapolis-based company, sells a microprocessor designed terminal system for \$10,000 that incorporates a finger touch-sensitive plate on the face of the terminal and includes a floppy disk storage unit.

Two weekly papers, in communities about 20 miles south of Minneapolis, pioneered the SEE N' TOUCH terminal system in March and May of this year.

The terminal is presently in use in the B. Dalton book store on Manhattan's Fifth Avenue. Also, visitors to the Rocky Mountain National Park headquarters this summer used the terminal system called, "Fingertip Information Center", to learn about campground information, and park regulations. The Dalton unit has been dubbed "Book Rogers" because of the space design application. It permits users to obtain information on books sold in the Manhattan store.

Excitement over the SEE N' TOUCH centers on the acceptance by the general public and the quality of the information provided by individuals. One of the programmed questions in the test made by the *Burnsville Current* and the *Apple Valley/Lakeville Countryside*, both weeklies in the Minnesota Valley area, asked users if they liked or disliked participating with SEE N' TOUCH. The *Current's* readers scored 83.6% liked, 3.9% disliked, and 9.9% had no opinion. The *Countryside* readers scored 80.3% liked, 4.2% disliked and 10.0% had no opinion.

Joanne Shiebler, vicepresident-advertising and marketing at the papers, said the computer survey technique, although self-administered (taken by the participant without any human assistance), has many of the traditional advantages of the face-to-face or telephone interview techniques employed in gathering marketing data.

A 15" diagonal CRT (standard tube) terminal with microprocessors and 32 thin film vapor deposit pads (capacitors) on the face of the screen, provide the touch-sensitive design that permits individuals to talk with the machine.

Fred R. Katter, president of Information Dialogues, said recently only 5% of the population has sufficient keyboard skill to use keyboard terminals. Touch-

sensitive terminals allow individuals to respond to programmed information on a screen by touching any one of the present 32 sections (pads). Katter sees the terminal as a very viable device today.

During the two-month newspaper survey, conducted by Information Services, Inc., of Minneapolis, more than 1800 participants (evenly divided between males and females) indicated the most popular type of weekly newspaper content was community news. Extremely popular were general news and neighborhood news. Nearly half the participants (43%) said they liked the advertising content in the two papers. Sports news had a rating of 44% by the participants.

Each computer survey interview lasted from two to three minutes, with one result showing the most commonly mentioned category for advertising use being in the buying of groceries. About 65% of those surveyed, said they used advertising for their grocery shopping. Also about three out of five (62.6%) said they used advertising for information on sales and special events.

The survey pointed out the fact that for costly goods, such as automobiles and homes, for which the consumer needs more detailed information other than just the price and brand, seem to be less frequently mentioned uses for community newspaper advertising.

Eight grocery store sites were used between the 24th of March and the 12th of May. Management of the weeklies set four objectives prior to the computer survey.

Art Fay joins weekly ad rep

Arthur S. Fay was retained as a consultant by the American Newspaper Representatives, the sales organization for over 7,000 weekly and community newspapers. Fay will develop national sales packages for ANR newspapers, placing special emphasis on the utilization of manufacturers' local promotional funds.

Fay is one of the founders of the U.S. Suburban Press, Inc. This organization was set up to package, sell and administer newspaper national and local advertising programs. Prior to that he was in charge of the co-op division at the Advertising Checking Bureau for eight years.

The N.E.W.S. II classified advertising system is a piece of cake!

It's easy to mix the right high-quality NEC ingredients, for an instant, *Independent Profit Center* for your plant. The N.E.W.S. II Classified Advertising System doesn't have to be tied into your present editorial system, so it doesn't matter what kind of editing system you now have.

The NEC system has all the built-in power needed to give you more standard classified advertising features than any comparably-priced system:

- Handles up to 99 ad classifications
- Accommodates up to 8 separate publications
- Recognizes start dates, stop dates, skip dates, and day of the week, enabling complete automation of ad run setup



- Interfaces directly to your typesetter
- Automatically prepares invoices
- Identifies operator taking ad, so productivity can be measured
- Automatically assigns numbers to all ads for quick recall
- Automatically counts words in ad copy
- Stores customer mailing list for printout



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Kansas City, Mo. 64111
Telephone 816/756-0052

Atlanta Journal and Constitution and the Miami News.

She had been covering the Pope since his October 1 arrival in Boston and was one of the 200 reporters traveling on the two press planes.

"They (Cox) want strictly color from me. The wires are doing the running story," LaBriola explained. "I did an advance story on the Boston Common the night before the Pope's arrival. I talked to a mother and father who brought their six kids to see where he was going to be the next day."

In a story on the scene at the Common during John Paul's appearance, LaBriola discovered an 81 year old woman sitting in a wheelchair as the rain cascaded over her umbrella.

"She turned out to be Polish," LaBriola said. "She told me her parents in Poland had predicted she'd live to see a Polish Pope but that everyone in the town thought they were crazy. I figured her story would be poignant."

LaBriola called the opportunity to cover the papal visit "fantastic on the job training on how to deal with a massive event and find the vignettes. I had traveled before, but never on anything of this scale. Reporters were speaking French, Italian, Spanish, German. It's incredible."

Of her own reaction to Pope John Paul, she exclaimed, "He's neat! When he stepped off the plane I was thrilled . . . moved seeing him. My son wanted to know if I touched him."

LaBriola was carrying with her a Texas Instrument Silent 700 portable computer terminal coded for sending copy to Cox's Washington D.C. bureau and to the chain's papers directly. However, she did not feel the Silent 700 helped her.

"I felt like it was an albatross," she stated. "It's heavy and cumbersome and I always need a three point electrical outlet and a phone in close proximity. A couple of times it failed to transmit. Once a fuse blew, but fortunately a guy from ITT on the press plane helped me out. It seems to me it'd be easier just to call in a story."

"I don't come here unless there is something very special," commented Louisa Quintera, a veteran reporter with the Spanish language *El Diario la Prensa*. "Today there is a real special one. The Pope will be speaking in Spanish to people in the South Bronx. It will be inspiring to people in a desolated neighborhood."

Quintera expressed her hope that the Pope sometime during his New York visit would speak out on the problems besetting Puerto Rico.

New York papers go all out in covering Pope's visit

New York News, New York Post, New York Times, and New York News World responded to Pope John Paul II's October 1-2 visit with exuberance matching that of the throngs of people greeting him.

The News and the Post tried to outduel each other with eye-catching headlines marking each stage of the Pope's New York tour.

VIVA IL PAPA!; NEW YORK OPENS ITS ARMS, AND WE LOVED HIM the News proclaimed in reverse headlines over full page photos to the city's millions. It devoted 16 pages of special coverage daily including 8 pages of pictures in its centerfold.

Not to be outdone, the Post ran its headlines in red ink.

HERE COMES THE POPE, PAPA! PAPA!, GOD BLESS NEW YORK, POPE SAYS, and GOOD BYE AND GOD BLESS it told its readers.

The Post took a more sensational turn in its coverage when its October 2 final declared GUNMAN STALKING POPE, and underneath it ran a front page story about a search by city police for a "man traveling with a small child and woman in a Volkswagen or a Mazda"; after FBI agents found a Thompson semi automatic machine gun and ammunition in his apartment.

The Post also ran over eleven pages of coverage in its front pages each day of the Pope's visit.

The Times turned its Metropolitan pages into a special section called "The Pope in New York" where in addition to its front page news coverage it featured stories on his childhood and ascendancy to the papacy, profiles of the neighborhoods he visited and the people living there, the texts of his addresses, and detailed political and theological analyses of his speech and visit. The Times even printed in full an added running commentary on Pope John Paul's mass in Yankee stadium.

The News World assigned its executive editor John Dolen to cover the UN address and devoted more than five pages of stories and photographs from its 11 page first section to his visit.

"The smart thing to do is sit in front of the tv set to cover this," stated Murray Kempton of the *New York Post* who did not follow his own advice. He had arrived the day before from Ireland where he covered the Pope's Galway and Drogheda speeches.

To underscore why journalists should not sit in front of tv sets, those reporters in the UN press room watched in frustration as the closed circuit screen failed to pick up the words exchanged between

The *New York Post* reported selling "in excess" of 50,000 extra papers per day during the two days that the Pope visited the city. Al Von Entress, circulation marketing director for the Post, said the Post replated its front page three extra times on Tuesday for a total of five replates. He said the Post replated its front page four times on Wednesday, instead of the ordinary two.

The *New York Times* sold "in excess" of 32,000 extra papers on each of the Pope's two day visit, according to circulation promotion manager Warren Abrams.

The *New York News* reported an increase of copies printed for distribution of 26,000 on Tuesday and 74,000 on Wednesday.

In Boston, where the Pope visited on Monday, the *Boston Globe* reported additional sales of 50,000 copies.

Gene Czarny, circulation director of the *Boston Herald American*, said over 10,000 extra copies were sold on the day the Pope visited Boston.

Most of New York's prominent retailers such as Sachs, Lord & Taylor's, Abraham & Strauss, and Macy's took out full page ads of welcome and offering messages of joy and faith.

Sach's ad showed a hand holding a rosary and, in welcoming Pope John Paul, bore the message in part: "Whose life and spirit prove . . . that from the depths of despair springs hope; out of anger comes love."

BBDO which handles advertising for New York's archdiocese designed special posters of welcome for the papal visit which appeared all over the city. The posters were white with a bright red apple that had written in black letters "Welcome Pope John Paul II" in 16 different languages.

The *Elyria (Ohio) Chronicle-Telegram* ran a full-page color photograph, by the Associated Press, on October 1. The picture ran on the back page of the first section. The paper is planning on full color portraits of newsmakers on a regular basis under a concept developed by Arnold Miller, managing editor.

The Pope and showed a little girl who was one of a group of children dressed in their national costumes and offering him flowers. The pontiff leaned over to listen to the girl, and exclaiming "Yes! Yes! Yes!" hugged her. Background noise and poor microphone reception drowned out whatever else was said including the girl's initial statement.

"We want everything!" declared D.M. Shribman of the *Buffalo Evening News*.

Home builders offer cash for top stories

The National Association of Home Builders has announced the Golden Hammer Awards program for outstanding journalism in the field of housing.

"Ever more complicated government regulations, changes in our financial institutions, new technologies and rising interest rates, have made comprehensive and accurate reporting of housing issues crucial to all Americans", said Vondal S. Gravlee, president of the 119,000-member trade association.

A first prize of \$1,000 will go to the reporter submitting the best article or series of articles in each of two categories. Second prize in each category will be \$500. The first category will include articles published by a newspaper or wire service; the second, articles published by a magazine.

"A builder needs to know what's going on in order to make good business decisions; potential home buyers depend on the news for guidance in making one of the most important investment decisions of their lives. We hope these awards will foster the professional news attitude that has become so vital", Gravlee said.

An independent panel of journalists will select the winner. In addition to first and second place awards, there will be five honorable mention awards of \$250 each in the newspaper category and three in the magazine category. Should a prize winner choose not to accept the cash award, NAHB will donate the money to whichever charity the winner designates.

To be considered, articles must have been published between November 1, 1978, and October 31, 1979. Deadline for submission is November 15, 1979.

In addition to cash awards, first and second place recipients will receive the Golden Hammer trophy.

For official contest entry blank or further information, contact Betty Christy, NAHB Public Affairs, 15th and M Streets, N.W., Washington, D.C., 20005, or phone (202) 452-0405.

Semi-weekly sold

New Albany (Miss.) Gazette, a semi-weekly, will be acquired on October 1 by Community Dailies Inc. and its parent corporation, Landmark Communications Inc. of Norfolk, Va. The newspaper has been edited by the Rutledge family since the mid-1930s. William O. Rutledge III, the present editor, will remain with the paper through a transition period. He plans to establish a separate commercial job printing business. All of the *Gazette's* commercial printing operation, except web offset work, is being retained by Rutledge. James W.R. White, newspaper consultant, McMinnville, Tenn., was the broker in the sale.

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Colorado Springs Sun staffer reviews ads in her Generation II work station where light table, MPS vertical storage system, waxer, tape dispenser and other appurtenances are at hand.

Ad pasteup work stations installed

The *Colorado Springs (Colo.) Sun* has just installed nine pasteup modules in their advertising pasteup department. Each module, called the Generation II work station by its manufacturer, Midwest Publishers Supply Company of Chicago, is fully equipped for all pasteup operations.

Generation II modules can be adapted to specific floor arrangements and to suit space allocations. Each module or work station has flat counter space to hold all pasteup materials and/or paper cutters, waxers, tape dispensers and other appurtenances. The counter also has a suspended drawer unit with two drawers in different sizes, and an inclined work surface for actual pasteup operations.

The pegboard walls of the work stations adapt to an arrangement of hooks carrying every required kind of Midwest Border Tape design. This display provides immediate visual inventory of tape borders preventing time loss owing to depleted supplies.

Generation II work stations are used as special editing stations, word processing, proofreading or VDT operation centers. At the Sun, they include Midwest's

visible page storage systems which are located at the pasteup artists' side.

As ads are completed, they are placed in the visible page storage file, then carried to a long horizontal file where they are available for complete newspaper makeup.

Introducing the NEW high-speed QUARTERFOLDER & THREE-KNIFE TRIMMER by Cole...

Designed for your web press to produce TV magazines in **one operation** (glued in the press) folded, trimmed on three sides and out into the delivery — a finished magazine... 18,000 to 25,000 copies per hour.

Model CX-107 takes the product directly from the half folder and delivers a finished product with the press run.

Other models available to: EIGHTH FOLD (Parallel or perpendicular to the quarterfold.) DOUBLE PARALLEL FOLD or any combination of operations. Gluing systems available for your press.

For further information, contact

COLE
Oklahoma City Machine Works, Inc.
1637 West Main St. Oklahoma City OK 73106
(405) 236 8841

Art educators honor promotion exec

The 1979 New England Art Education Conference award for outstanding efforts on behalf of art education in New England will be presented to Paula McCabe, promotion associate of the *Boston Globe*.

The award is being presented to Ms. McCabe for her activities as coordinator of the Globe's Scholastic Art Awards on October 6, at the NEAE Conference in Portsmouth, N.H.

Weekday newspapers fail to make circulation gains

By Jeff Clark
and
Anthony McGann

Weekday newspapers have not experienced a general increase in circulation over the last seven years. However, circulation of Sunday newspapers has increased by about 3%, on average, since 1972.

Circulation problems cannot be entirely blamed on price increases. Since 1972, subscription prices for weekday newspapers have not increased as much as the Consumer Price Index, and single copy Sunday prices have risen only slightly more than the CPI. Some price increases have been associated with circulation increases indicating the importance of nonprice factors on circulation.

Newspaper advertising line rates have been set to follow circulation changes loosely. However, major changes in the format on a page have produced surprising inequalities in the cost per page per thousand (CPM) among newspapers. Generally, small circulation newspapers are an inefficient advertising medium when efficiency is measured by CPM.

This information was obtained from data covering the period 1972 through 1978. In 1976, Clark obtained a random sample of the daily newspapers listed in the *EDITOR & PUBLISHER YEARBOOK* in order to investigate relationships between subscription rates and circulation. The results of that study appeared on page 32 of the February 14, 1976 issue of *EDITOR & PUBLISHER*. The present study employs the same group of papers and, while also addressing the relationship of subscription rates and circulation, broadens the analysis to include newspapers' advertising rates. Unless otherwise indicated, all the data were obtained from *EDITOR & PUBLISHER YEARBOOKS*.

Newspapers in the sample were divided into five categories, based on circulation size. Table 1 displays the extent to which the sample matches the national distribution of papers by circulation, as well as the composition of the sample.

Sixty-two of the newspapers in the sample published seven days per week, 128 of the papers published six days per week, and 12 of the papers published five days per week. There were 39 morning papers and 163 afternoon or evening pa-

(This study was conducted by Jeff Clark and Anthony McGann, both professors of journalism at the University of Georgia.)

pers included in the sample. The number of papers publishing a Sunday edition varied from a low of 91 in 1972 to a high of 94 in 1974 with an average value of 93.

Subscription rates used for daily newspapers were per-month subscription prices, and the single-copy newsstand price was employed for Sunday editions. Circulation figures for both weekday and Sunday papers were obtained, and the advertising rates were originally stated in per-agate-line figures for both weekday and Sunday papers.

Monthly subscription rates for weekday papers showed a steady and fairly even rate of increase during the period studied. The smallest overall average increase of 8¢ (3%), occurred in 1973 and the largest overall average increase of 49¢ (17%) came in 1975. Average increases in other years hovered around 4% and 5%. The average annual increase for the six-year period was 7.4%.

Subscription rates in the three largest circulation categories were closely arrayed, with the major drop in subscription rates occurring between Categories III and IV. Subscription rates were highest in Category II throughout the entire period. The largest percentage increase in subscription rates occurred in Category IV with average jump of 51% for the period. The smallest percentage increase was in Category II with a hike of 38.6%.

Categories III and IV were above average in rate increases with the remaining categories remaining below the average.

The newsstand price of Sunday newspapers showed a fairly constant annual increase. A 1¢ increase occurred in 1973, in 1974, and again in 1976. The largest annual increase occurred in 1975 with a jump of 5¢ (19.3%). A 2¢ increase occurred in 1977 and again in 1978. The average annual increase in price was 2¢ (5.7%).

Category II newspapers throughout the entire period either led or were tied with Category I newspapers in newsstand price per copy of a Sunday newspaper. However, the largest price increase, both in actual money and proportionately, appeared in Category III newspapers, up 13¢ (59.0%) for the period studied. The smallest money increase was in Category V newspapers with a jump of 6¢ (42.9%). Category IV newspapers had the lowest proportional increase with 7¢ (36.6%).

Sunday newspaper newsstand prices showed a proportionately larger increase (57.1%) than did the average monthly subscription prices (44.5%).

Average total circulation for all weekday newspapers studied showed a decrease of 205 (.5%). However, examination of the data shows decreases occurring only in Categories I and II, the largest circulation newspapers. Category I average circulation showed a drop of 1,241 (.5%). Average circulation in Category II newspapers dropped 1,800 (.3%) during the period studied.

An increase of 1,123 (.3%) is shown in Category III mean circulation size. Category IV increased 762 (.5%) for the period and Category V increased 931 (16.5%).

(Continued on page 47)

TABLE 1

Comparison of Newspaper Circulation Categories
Sample v. National Population

Circulation Category	Circulation Size	N of papers in sample	% of sample in this Category	% of U.S. Newspapers in this Category 1977*
I	>100,001	18	8.9	7.0
II	50,001-100,000	15	7.4	7.8
III	25,001-50,000	30	14.9	15.6
IV	10,001-25,000	61	30.2	29.4
V	≤10,000	78	38.6	40.2
		202	100%	100%

*Source: *Daily and Sunday Newspapers—Number and Circulation, by Circulation Size Group: 1970-1977*. Statistical Abstract of the United States 1978, p. 596.

TABLE 2

Average Circulation and Prices for Weekday Newspapers
By Circulation Category and Year

Circulation Category	1972		1973		1974		1975		1976		1977		1978	
	Circ.	Price	Circ.	Price	Circ.	Price	Circ.	Price	Circ.	Price	Circ.	Price	Circ.	Price
I	235,594	3.31	240,272	3.46	242,839	3.51	240,028	4.09	235,139	4.29	236,139	4.63	234,353	4.70
II	63,053	3.45	63,313	3.60	64,360	3.62	62,393	4.25	61,620	4.49	65,257	4.73	61,253	4.78
III	34,690	3.09	35,440	3.22	36,070	3.30	35,797	3.97	35,193	4.31	35,621	4.26	35,813	4.48
IV	15,828	2.55	16,407	2.62	16,375	2.79	17,425	3.28	16,310	3.49	16,508	3.64	16,590	3.85
V	5,637	2.27	5,808	2.31	5,962	2.40	5,982	2.78	6,056	2.89	6,301	3.10	6,568	3.21
Average Circulation	37,784		38,572		39,022		38,608		38,019		38,478		37,579	
Average Price		\$2.65		\$2.73		\$2.84		\$3.33		\$3.52		\$3.68		\$3.83

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All the categories of weekday papers showed circulation increases in 1973. In 1974 only Category IV newspapers showed a drop, the remaining categories showing increases. Categories I, II, and III dropped in 1975 while Categories IV and V increased. Only Category IV circulation increased in 1976; the other four categories showed a loss. All categories of papers showed increases in 1977. The increases continued in 1978 except for the loss seen in Category IV.

Circulation of Sunday newspapers showed positive trends in average circulation in all categories, particularly in Categories IV and V. Category I showed an average increase for the period of 15,136 (.5%). Category II increased 6,250 (.7%). Category III moved upward by 2,067 (.5%). Category IV gained 2,667 (11.0%). Category V rose by 3,018 (32.8%). Table 2 summarizes price and circulation changes for weekday papers, while Table 3 shows these summaries for Sunday editions.

When compared to the Consumer Price Index, which increased by 54.2% in the period 1972-1978, it can be asserted that the average price increase in daily newspapers (+44.5%) has been substantially lower and the price increase in Sunday editions only slightly higher (+57.1%) than the general increase in the cost of living. Further, the Pearson correlation coefficients for the relationship between circulation and subscription price are nonzero, positive for each of the years studied. The coefficients vary from +.274 for weekday papers in 1975 to +.542 in Sunday papers in 1974.

The coefficients substantiate Clark's 1976 findings that price increases do not account for circulation declines. Further, they show that price increases are associated to some extent with gains in circulation. Thus, the consumer who subscribes to the daily newspaper still is getting a bargain in inflation-adjusted dollars. The newspaper with circulation problems cannot, in the main, attribute these problems to subscription price increases.

Advertising data were developed by using the weekday and Sunday advertising rates per agate line. When maximum and minimum rates were given, an average of the two rates were used. Some 8% of the Sunday editions and 13% of the weekday papers indicated in EDITOR & PUBLISHER YEARBOOK that their advertising space was priced different from flat rate. The practical consequence of the data collection method is that papers which appear in EDITOR & PUBLISHER to use flat rates for ad space were treated as flat rate papers, while those obviously using an open rate were treated as if the unweighted average discount was in effect.

Beyond line rate, a second measure of

(Continued on page 48)

TABLE 3

		Average Circulation and Prices for Sunday Editions By Circulation Category and Year													
Circulation* Category		1972		1973		1974		1975		1976		1977		1978	
		Circ.	Price	Circ.	Price	Circ.	Price	Circ.	Price	Circ.	Price	Circ.	Price	Circ.	Price
I		301,164	.26	302,488	.27	305,082	.29	303,270	.34	303,435	.35	309,141	.38	316,300	.39
II		94,842	.28	96,392	.29	93,631	.29	94,354	.34	95,015	.37	99,550	.39	101,092*	.41
III		43,969	.22	45,256	.23	45,708	.24	45,162	.29	45,425	.33	45,800	.35	46,036	.37
IV		24,157	.19	26,052*	.20	25,881*	.21	25,668*	.25	25,552*	.25	25,413*	.26	26,824*	.29
V		9,200	.14	9,450	.15	10,158*	.15	10,165*	.19	11,353*	.19	11,239*	.20	12,218*	.21
Average Circulation		87,276		86,838		87,628		88,375		89,276		88,229		90,184	
Average Price		.21		.22		.23		.28		.29		.31		.33	

*NOTE: Circulation categories were assigned to each newspaper in the sample based on the 1972 weekday circulation, and categories were retained throughout the study period. Some Sunday edition averages therefore exceed the nominal category boundary.

TABLE 4

Advertising Rates Per Agate Line

Circulation Category	Weekday Papers										Total Increase
	1972	1973	1974	1975	1976	1977	1978	1978	1978	1978	
I	\$1.01	\$1.06	\$1.15	\$1.36	\$1.28	\$1.55	\$1.66	.65	(64.4%)		
II	.53	.56	.58	.68	.71	.80	.84	.31	(58.5%)		
III	.31	.32	.34	.39	.44	.49	.50	.19	(61.3%)		
IV	.19	.19	.20	.23	.25	.27	.29	.10	(34.5%)		
V	.11	.12	.13	.14	.15	.16	.17	.06	(54.5%)		
Mean Rate for All Newspapers	.28	.29	.31	.35	.36	.41	.44	.16	(57.1%)		

Circulation Category	Sunday Papers										Total Increase
	1972	1973	1974	1975	1976	1977	1978	1978	1978	1978	
I	\$1.14	\$1.18	\$1.27	\$1.46	\$1.63	\$1.73	\$1.87	.73	(64.0%)		
II	.53	.55	.55	.64	.70	.77	.84	.31	(58.5%)		
III	.28	.30	.32	.36	.42	.45	.47	.19	(67.9%)		
IV	.20	.22	.22	.26	.29	.32	.35	.15	(75.0%)		
V	.12	.13	.14	.16	.17	.18	.20	.08	(66.7%)		
Mean Rate for All Sunday Newspapers	.43	.44	.47	.54	.59	.64	.68	.25	(58.1%)		

TABLE 5

Correlation Coefficients for
Line Rates with Circulation*

Year	Weekday Papers	Sunday Papers
1972	.907	.956
1973	.903	.939
1974	.909	.945
1975	.906	.951
1976	.905	.955
1977	.908	.956
1978	.909	.968

*Circulation for weekday papers correlated with weekday line rate; Sunday circulation with Sunday line rate.

TABLE 7

Correlation Coefficients for
CPM with Circulation*

Year	Weekday Papers	Sunday Papers
1972	-.395	-.447
1973	-.385	-.442
1974	-.329	-.430
1975	-.288	-.446
1976	-.364	-.429
1977	-.322	-.409
1978	-.318	-.429

*Circulation for weekday papers correlated with weekday CPM; Sunday circulation with Sunday CPM.

TABLE 6

Advertising Rates Per Page Per Thousand (CPM)

Circulation Category	Weekday Papers								Total Amount of increase
	1972	1973	1974	1975	1976	1977	1978	1978	
I	\$10.80	\$10.88	\$11.75	\$14.08	\$15.82	\$17.16	\$19.06	\$ 8.26	(76.5%)
II	19.97	20.76	21.18	25.41	27.52	29.70	33.19	13.22	(66.2%)
III	20.18	20.77	21.47	26.30	29.66	31.95	22.76	13.58	(67.3%)
IV	29.68	29.29	31.13	34.28	36.56	39.03	41.34	11.66	(39.3%)
V	49.38	50.33	53.83	58.17	62.29	63.02	66.77	17.39	(35.3%)
Mean Cost for All Weekday Newspapers	33.39	33.71	35.99	39.99	43.09	44.88	47.55	14.16	(42.4%)

Circulation Category	Sunday Papers								Total Amount of increase
	1972	1973	1974	1975	1976	1977	1978	1978	
I	\$ 9.10	\$ 9.16	\$ 9.80	\$11.27	\$12.44	\$13.49	\$15.00	\$ 5.90	(64.8%)
II	14.18	14.59	15.00	17.21	19.52	19.75	21.17	6.99	(49.3%)
III	16.86	17.23	17.64	19.71	21.84	23.80	24.55	7.69	(45.6%)
IV	23.77	23.30	23.85	27.12	28.50	31.32	30.89	7.12	(30.0%)
V	41.42	42.42	44.51	45.52	47.98	52.34	50.28	8.86	(21.4%)
Mean Cost for All Sunday Newspapers	21.29	21.98	22.68	24.26	26.27	28.83	28.63	7.34	(34.5%)

Circulation

(Continued from page 47)

advertising price was derived. Here the number of lines per page was calculated for each paper, using Standard Rate and Data Service sources. This figure was then divided by circulation, expressed in thousands, to develop the traditional measure of advertising efficiency, the cost per page per thousand or CPM. While some advertisers, especially the small local advertiser, will prefer to find newspaper space priced on a per-line basis, large local and national advertisers buy media by modular unit (page, half-page, etc.) and are familiar with inter- and intra-media CPM comparisons.

Category I newspapers, as expected, had the highest agate line advertising rate among the five groups of papers. Total rate increase for the six-year period, both in actual money and proportionately, was highest in Category I. The rate went from \$1.01 in 1972 to \$1.66 in 1978, an increase of 65¢ (64.4%).

Proportionately, the smallest increase occurred in Category IV with a jump of 10¢ (34.5%). The smallest increase in terms of actual money occurred in Category V with a boost of only 6¢ (54.5%) for the six-year period.

In the data relating to agate line rates in Sunday newspapers, Category I newspapers still had the highest rates on the average and the largest actual money increase in rates occurred also in Category I. Here, the 1972 rate of \$1.14 went to \$1.87 in 1978, an increase of 73¢ (64.0%). Proportionately, the largest rate increase occurred in Category IV with an increase of 75.0%, the rate going from 20¢ in 1972 to 35 in 1978. Table 4 shows the average line rates by category and year for weekday and Sunday newspapers.

Inspection of the correlations between line rate and circulation would indicate that newspapers are pricing their ad space in an economically rational way. Table 5 shows the Pearson correlation coefficients which relate line rate with circulation. The exceptionally high, positive correlations provide at least the appearance of economic rationality. That is, it costs about as much to reach a newspaper buyer with an agate line of advertising in a large circulation paper as it does in a small circulation paper.

However, when one looks at the derived measure of advertising efficiency, CPM, a disturbing picture emerges. Table 6 shows the average CPM figures by paper type, circulation category and year. It is immediately clear that newspapers with small circulations have, on the average, high CPM figures. Second, the high CPM figures might be termed very high indeed. Finally, the correlation coefficients for the relationship between CPM and circulation are uniformly non-

zero, negative. See Table 7.

These coefficients substantiate the very high CPM figures for the smaller newspapers. They also should confirm, in the minds of media buyers with national accounts, the economic fallacy of buying advertising space in the small circulation newspaper medium. In conjunction with the data in Tables 5 and 6, they show how badly a buyer can be fooled by looking only at the line rates and circulation when newspapers vary the lines per page and thereby alter the cost per page.

Single copy price up from 15¢ to quarter

The first circulation price increases in nearly three years advanced the single copy price of the *Fort Lauderdale-Pompano Beach* (Fla.) *Sun Sentinel* from 15¢ to 25¢ on October 1.

Home-delivery rates went up from 60¢ to 70¢ for the five-day morning *Sun Sentinel* and from 45¢ to 55¢ for the combined weekend (Saturday and Sunday) *Sun-Sentinel* and *Fort Lauderdale News*. The seven-day rate for the *Sun-Sentinel* subscribers is now \$1.25.

Circulation director Fred Hubbard said a substantial portion of the rate increases will go to carriers and agents. Higher costs for newsprint and energy were given as part of the reason for boosting prices. Hubbard noted that the *Sun-Sentinel* has expanded its news coverage in regional editions and syndicated features have been added in the past two years.

The latest change is a Sunday package with a tv book and an Arts/Leisure Section which has been promoted heavily on radio and tv and in print media. The single copy price of the Sunday edition remains at 50¢.

In its promotion, the *Sun-Sentinel* is declared to be Florida's fastest-growing morning paper. Published by Gore Newspapers Company, it is an affiliate of the *Chicago Tribune* and *New York News*.

25¢ on newsstands

The *Boston Globe* has boosted price-per-copy of daily editions from 20 to 25¢ at stores, newsstands and from street vendors, citing "substantial increases in the cost of gasoline, newsprint, ink and other goods and services that go into the publishing and distribution of the newspaper." No increase is planned at present in the price of the daily *Globe* that is home-delivered by newspaper carriers.

Price boost

Malden Publications Inc., publisher of three dailies in eastern Massachusetts, the *Malden Evening News*, the *Medford Daily Mercury* and the *Melrose Evening News*, has boosted price-per-copy for each newspaper from 20¢ to 25¢.

Daily pre-sorts for postmen's routes

Florida Publishing Co. at Jacksonville is developing a direct mail system for Target Market Coverage that has pre-sort feature which earns the lowest postal rate.

The shoppers produced with the *Florida Times-Union* and *Jacksonville Journal* are sent to the postoffice in bundles that match the way "The mailman walks his route," marketing director Norman L. Bowron told the Florida Newspaper Advertising Executives at their recent meeting in Naples.

With enthusiastic cooperation from the local Postal Service officials, Bowron said, the mailing rate is 6.9¢ per pound rather than 10¢. The new system is a step beyond the carrier presort arrangement.

Bowron said the newspapers have effected a possible saving of \$131,000 a year for a supermarket chain which has been mailing 160,000 four-page ads at a cost of \$12,000 a week. As part of the plan the store increased its newspaper schedule from two to three pages.

Florida Publishing management has ready access to the sophisticated computer services supplied by Cybernetics & Systems Inc., which is also a subsidiary of Seaboard Coast Line Industries.

Texas daily adds Monday edition

Mount Pleasant (Tex.) *Daily Tribune* added a publication day to its schedule when it printed its first Monday edition, September 10.

Publisher R.B. Palmer credited two factors in making possible this move. First, the sound growth of the *Mount Pleasant*, Texas trade territory and the promise of future growth, and second, the extensive computerization of all departments of the *Tribune*. The latest of these was the addition of a Compu-graphic Trendsetter, VDT terminals and an AP wireport to parallel a Hendrix OCR system. All business functions, including circulation are handled on a Burrough's B&O computer.

A final deciding factor was a work schedule showing how with the new equipment a Monday edition could be handled by adding only one part-time employee.

Jones joins Hearst

Gordon L. Jones, Jr., 53, will become vicepresident of the Hearst Corporation it was announced by Frank A. Bennack, Jr., president and chief executive officer of the corporation.

Jones, currently president of McGraw-Hill Publications Company, joined Hearst on October 1 as a group executive, overseeing book publishing and trade magazine publishing activities.

Press freedom watchers eye radio conference

By I. William Hill

With the Soviet Union and Third World nations pushing in every direction for government control of press, the World Press Freedom Committee is eyeing the World Administrative Radio Conference (WARC), which opened a 10-week session in Geneva September 24, as the first of a series of possible battlegrounds the western press must face.

WARC, which is sponsored by the International Telecommunication Union, a United Nations agency, meets every 20 years to modernize worldwide rules of radio communication. This year, for the first time, Third World nations have a numerical majority among the 14 nations involved and the question is: Will WARC focus on normal technical questions or ease into considering the social, political and economic aspects being pushed by the developing nations?

At a meeting of the World Press Freedom Committee in Washington September 19, it was anticipated that WARC's first week would be given over to committee work, with no plenary sessions at which simmering controversies might boil up until after about six weeks.

Secretary-Treasurer Leonard H. Marks, who recently returned from Europe, reported to the WPFC both on WARC and on current efforts of UNESCO to bring the controversy to a head.

"By far the most important UNESCO conference that lies ahead," Marks said, "is the planning conference for technical assistance to developing countries scheduled to be held at the State Department in Washington November 6-9 of this year."

This is the conference already announced as being closed to the press (E&P Aug. 18). This fact is expected to bring a resounding protest from the American Society of Newspaper Editors fall board meeting, following on E&P's September 8 editorial in the same vein.

Exclusion of the western press brings an especially bitter reaction insofar as, among the 35 communications experts scheduled to attend are five news agencies, government-controlled, from Nigeria, China, Indonesia, Yugoslavia and Sri Lanka. All that has been offered the western press is an advance briefing.

Recommendations stemming from this November conference are expected to assist the UNESCO Director-General in organizing an inter-governmental conference in Paris in April, 1980.

Other UNESCO meetings between

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now and the full dress UNESCO meeting in Belgrade to be held October 20 to November 30, 1980, include:

A meeting of experts to be held in Manila October 15-19 to plan a conference on the "right to communicate".

A meeting of experts on "Protection of Journalists" scheduled for Paris December 5-7, 1979.

A regional meeting (similar to that which was held in Costa Rica and Kuala Lumpur) scheduled for 1980 in the Camerons.

It was also brought out at the WPFC meeting that in September of 1980 the International Institute of Communications will meet (in either Toronto or Bogota) and will have a Third World discussion with both sides represented.

While in Europe, Marks said he had a number of talks about the McBride Commission report on communications problems. A dispute within the commission on two versions of the report was expected to be aired at a meeting of the McBride Commission Sept. 10-12. One version is backed by the Third World, the other by the West. The method of resolution of the dispute was expected to be a factor in the result. A consensus method would favor the west but a voting method would probably go against the west by a vote of 11 to 5.

The McBride Commission meets again November 30, with its final report going to the 1980 UNESCO meeting in Belgrade.

The WPFC meeting was presided over by the retiring chairman, George Beebe, who will continue as executive director of the committee. Beebe cited the record of the WPFC in gaining favor in many locations around the world in the three years of its life.

One new program described was a four-month program in cooperation with the Press Foundation of Asia. It involves one month each in the Philippines, Malaysia, Thailand and Hong Kong. Beebe announced that Robert W. Chandler (Bend, Oregon Bulletin) has volunteered to spend the four months helping with journalistic training as he did several years ago in Trinidad.

Another program involved cooperation of the Inter American Press Association in conducting a series of two-day seminars for both print and electronic media in Jamaica. It was brought out that, in Jamaica, newsprint to the Gleaner is subject to allotment by the government and that the allotment has been reduced from 3000 to 1000 tons.

IAPA was given \$15,000 by the WPFC to conduct five seminars in the Latin American area in 1979.

Another grant was \$5000 to IAPA to re-establish La Prensa in Nicaragua. In this connection, Beebe reported that Helen Copley has donated from five of the Copley newspapers enough equipment to take care of three newspapers.

Marks reported as treasurer that WPFC has funding enough for another year and the committee decided to await its new chairman before making any plans for any future drive to obtain money.

Besides problems with some Third World governments, the WPFC also reported some equipment problems, namely—shipping machinery to a Third World country only to find equipment in that country operated on a different cycle than the American-donated machinery and no converters were available.

As one of his last actions as chairman of the WPFC, Beebe brought up the possibility of establishing a sister-city type of cooperation between American and Third World newspapers. The idea would be for the American newspaper to have a continuing relationship to help the newspaper in a developing country with its problems. No action was taken on the idea, however.

News bureau opened by environmental mag

In conjunction with the 10th anniversary issue of *Mother Earth News*, publisher John Shuttleworth will inaugurate the Mother Earth News Bureau.

Along with an extensive, cross-reference resource library at the magazine's editorial headquarters in Hendersonville, North Carolina (including all magazine topics—from hydroponic gardening to a hybrid electric car that gets 75 MPG), the bureau will regularly disseminate information on current issue articles and respond to editorial inquiries on virtually any do-it, make-it, grow-it, build-it yourself topic.

The Mother Earth News has put its ideas into practice via a 622-acre Community of the Future in North Carolina. If an editor wants to see what a solar greenhouse or earth-sheltered home looks like, they're there on the site.

Y&R's print buyer joins magazine

Constantine J. Kazanas has been appointed new advertising sales director of *New York Magazine*. Kazanas comes to New York from Young & Rubicam where, as vicepresident/national print media, he directed the agency's print analysis programs for more than ten years.

Ed Miller succeeds father as publisher

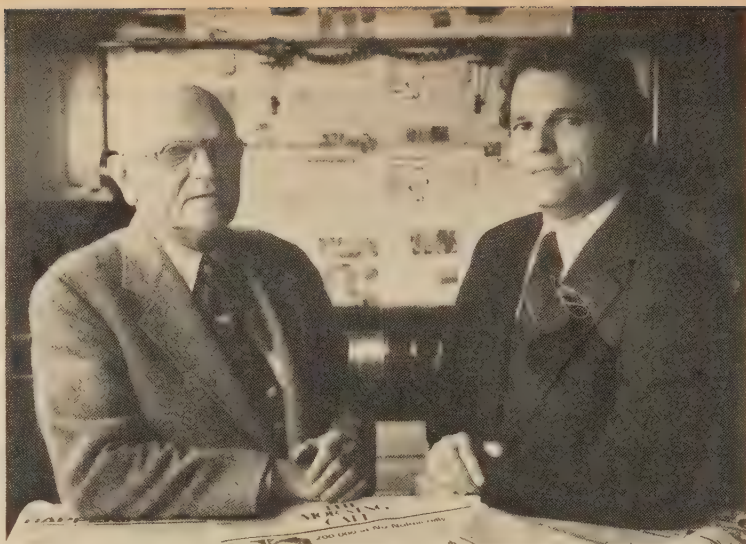
Donald P. Miller, publisher of the Call-Chronicle Newspapers in Allentown, Pa., retired this week after more than 45 years with the newspapers. His son, Edward D. Miller, has been named editor and publisher.

Bernard C. Stinner, treasurer and personnel director, will take on added duties as corporate secretary. Richard J. Hummel continues as president and chief administrative officer and Peter S. Miller as vicepresident.

The corporation publishes the *Morning Call* and *Evening Chronicle* with a combined daily circulation of 126,000, and the *Sunday Call-Chronicle* with a circulation of 157,000.

As publisher-emeritus, Donald Miller will retain responsibility for special projects and the corporate building program. He also remains as chairman of the Call-Chronicle Fund, the charitable arm of the corporation.

Miller is a 1928 graduate of Muhlenberg College, Allentown. He studied at Oxford University and received a M.B.A. at Harvard Business School in



Donald P. and Edward D. Miller

1931. He began his newspaper career as an advertising salesman on the predecessor of the Evening Chronicle, but lost that job in a Depression-era cutback in 1932.

In 1935, his father, David A. Miller—who had started the Morning Call in 1894 but sold his interest in 1920—bought back into the business. Donald returned with him and for the next 24 years served as assistant managing editor, advertising manager, circulation manager, production manager, business manager and corporate secretary.

Donald and his brother Samuel were named publishers in 1958 after the death of their father. Donald Miller served alone as publisher since his brother's death in 1967.

During his years as publisher, Donald Miller pioneered newspaper production techniques such as automatic typesetting and photocomposition. He also developed the Call-Chronicle Stock Savings Trust, a plan whereby all employees can own shares in a trust holding Call-Chronicle stock. When the program reaches full potential, employees will own more than 60% of the equity.

Edward Miller, a graduate of the Mercersburg Academy and Williams College, began his career in 1964 as a copy editor on the International Edition of the *New York Herald Tribune* in Paris. He returned to Allentown in 1966 and became executive editor and secretary of the newspapers in 1969.

He is a member of the executive committee of the Associated Press Managing Editors Association and a director of the American Society of Newspaper Editors.

Stinner joined the Call-Chronicle in 1969 as personnel director, was elected to the board in 1971 and named treasurer in 1976. He holds degrees from Lehigh

and Xavier universities.

Before joining the newspapers, he had been corporate insurance manager at ESB Inc. of Philadelphia and personnel manager at Armco Steel Corp., Middletown, Ohio.

He is a member of the Newspaper Personnel Relations Association and the Institute of Newspaper Controllers and Finance Officers.

Seattle Times joins 'all-day' field

John A. Blethen, publisher of the *Seattle Times*, said the newspaper will go to an all-day publication February 1, 1980, with the introduction of a new morning edition.

"This edition is a logical step in our long-range plan to provide a better product for our readers and advertisers. It follows our introduction of Wednesday's North, East and South editions and of Saturday and holiday morning editions, all of which have been very successful," Blethen said.

Other evening metropolitan newspapers such as the *Detroit News*, *Houston Chronicle*, *Dallas Times-Herald*, *Philadelphia Bulletin* and *Washington Star* have begun similar all-day publications.

No change is planned for home-delivered subscribers inside the metropolitan area. There will be no home deliveries of the morning edition in the metropolitan area, but newsstand copies will be widely available.

Subscribers outside of The Times' metropolitan area will receive the new morning edition. Subscribers who will be affected by the change will be notified shortly after January 1. Single copies of both morning and evening editions of The Times will be available for purchase.

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Syndicates

By Lenora Williamson

Smithsonian giving editors story package

The Smithsonian Institution began a feature story service for daily and weekly newspapers October 1 and will distribute a package of four stories on art, history and research in sciences and technology monthly.

Smithsonian News Service initially is being offered free of charge to 3,300 newspapers throughout the country. Photographs and illustrations are provided.

The Smithsonian, with 13 major museums, is the world's largest museum complex, attracting 25 million visitors a year. It also includes an important research center.

Unlike the Smithsonian news releases which announce various acquisitions, exhibitions, and appointments, the new service will go behind the scene in the institution for stories on the process and benefits of research; and in the arts and history, stories will describe trends, perspectives and research.

S. Dillon Ripley, secretary, says he has been asked often whether the Smithsonian could provide interesting, short accounts of work going on behind the scenes. And for that reason, the news service has been inaugurated. Ripley is asking editors to whom the first package has been sent to give him comments and suggestions on the venture.

Editors who want to get the stories may contact Smithsonian News Service, Smithsonian Institution, Washington, D.C. 20560.

This inaugural package for October contains articles with these titles: "Modern Art Takes New Directions as Age of 'Isms' Fades", "Studies of Mars Reveal Earthly Secrets", "Recycled Buildings

Find New Lives," and "Heading South for the Winter? So Are the Dolphins."

* * *



Carl Riblet Jr.

Carl Riblet Jr., veteran newsman and former syndicate salesman and author of "The Solid Gold Copy Editor", has launched another venture in his career.

"At long last I have organized my efforts to learn how to write a newspaper column for older people," he says.

The Interocean Press Syndicate, of which Riblet is director in Tucson, started distribution of the column "PAST 65" in September with 44 initial newspaper subscribers. Most of the present clients are in the under 75,000 circulation category.

In preparing for the column, Riblet put more than 50 years as a reporter, editor, foreign correspondent, author, and teacher of editors to work. Conducting an experiment in learning as he faced problems of his own aging, Riblet asked for questions in a 7-week test campaign of daily broadcasts beamed to senior citizens through a radio news outlet.

And questions he got. Riblet says people wanted to know how to cope with old age, how to fight city hall, how to get a little more income to overcome inflation, and how to live peacefully or, in many cases, how to engage in more fruitful activity.

Although he has kept active in the newspaper world, Riblet knows, at 70, that old age is *not* a time of golden years for some Americans. For many old age is a "disaster."

But Riblet believes that it is "a disaster that can be eased, side-stepped and overcome for a time, by thoughtful and intelligent facing up to the fact that time is spelled t-o-d-a-y, not yesterday or tomorrow."

The columnist promises that all readers who write to him at the syndicate's Box 40757 in Tucson, Arizona 85717, will receive answers to their questions.

* * *

Minority Features Syndicate started by cartoonist Bill Murray in 1979 to promote and syndicate his comic panel "Those Browns", has become a weekly feature service and subsidiary of Sammy Davis Jr., Enterprises. In addition to "Those Browns" in strip and panel form, the syndicate offers three other strips—"All in the Family", "The Candy Man", "Celebrity World." A kids' page, puzzles, anagrams, people column and a monthly editorial cartoon are included on the roster of features.



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IF YOU'RE READY TO SELL your midwest daily or weekly newspaper, we'll find you a buyer with the competence and finances to make the sale worthwhile—and in a reasonable space of time. Roy Holding Associates, PO Box 212, Galva, IL. Phone (309) 932-2270, or 932-2642.

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CENTURY OLD Zone 1 weekly with 15% annual growth rate. \$115,000 with good financing available. Includes composition facilities. Box 30164, Editor & Publisher.

LONG ESTABLISHED, national and state award winning weekly in Zone 5 county seat. Gross near \$160M, includes \$40M from associated commercial printing operation. Strong, trained, professional staff. Owner's other interests, lack of expansion capital make sale possible. Excellent growth quickly possible to \$200M for aggressive new owner. Priced at \$333M, includes building, total equipment, central plant, copier, residential home and 3600 circulation. Equipment is plus, all top line, including VDT's, full dark room, etc. Write Box 30046, Editor & Publisher.

GROWING WEEKLY in fast growing Florida city. Needs fresh blood to continue toward fullest potential. Gross should hit \$50,000 for 1979. Reply to Box 30431, Editor & Publisher.

WEEKLY DIRECT MAILED SHOPPER grossing \$800,000. Zone 9, priced at \$750,000. \$100,000 down to qualified buyer. Box 30468, Editor & Publisher.

WEEKLY free home delivery shopper, circulation 19,000, 1979 estimated owner income \$72,000, 1980 estimated owner income \$107,000. \$250,000, \$75,000 down, owner financing.
Weekly newspaper, 1300 circulation, 7 years old, can grow, \$44,000, \$14,000 down. Pioneer Business Brokerage, 77 Patton, Asheville NC 28801. (704) 258-9824.

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IF YOU ARE planning to retire within the next several years, our group would welcome being considered to purchase your non-daily newspaper. Each paper operated as a quality hometown newspaper. Primarily, we are seeking exclusive profitable newspapers with 4000 or more paid circulation. Prefer no central printing plants. We will respond to all letters that meet these qualifications. Confidentiality assured. Box 6310, Editor & Publisher.

WELL-FINANCED newsmen want profitable small daily or weekly in good, family community. No interest in suburbs or shoppers. Box 30567, Editor & Publisher.

TWO AWARD-WINNING newsmen seek established Southern weekly to buy or manage. 2000-4000 paid circulation preferred. Box 30536, Editor & Publisher.

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PRESS TIME AVAILABLE, 8 unit 2 folders, 1960 circular plant, 7 days, 3 shifts. Good commission paid. Mr Lessnar, (800) 843-6805.

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WANTED—Bound volumes or runs of pre-1960 newspapers. Prefer runs of 5 to 200 years, but will consider any offer. An excellent way to gain more storage space. A Page Out of History, 11450 Bissonnet #301, Houston TX 77099. (713) 933-6170.

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Here, Null Circulation Counselors present tested, effective, market-management methods resulting in profitable circulation. The Null Seminar has reached newspapers ranging in circulation from 5000 to over 1,000,000.

Write/phone collect for complete details: Null Enterprises, Inc., 16 Mary St, San Rafael CA 94901. Phone: (415) 453-5711.

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IDEAS AND ART for circulation and promotion! CIRCULATOR'S IDEA SERVICE has sales and training tips, management and promotion ideas, legal up-date, clip art section. CIRCULATION PROMOTION ART has fresh, original art for promotion campaigns, all ready for reproduction. Ask for details. BERKLEY-SMALL, INC. P.O. Box 6526, Mobile, AL 36606, (205) 476-6600.

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PRESS INSTALLATIONS, rigging, engineering modifications, rebuilding and removal. Single width to 4 plate wide. Bramble Professional Press Engineering, Rt. 2, Box 2285, McAllen, Texas 78501. (512) 682-7011.

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EDITOR & PUBLISHER for October 6, 1979

INDUSTRY SERVICES

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Special techniques from wire service pro help you get ahead. Write to Kardis, Box 2256, Clifton NJ 07015.

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NEW! WEEKLIES' IDEA SERVICE . . . especially designed for community, suburban and weekly newspapers! Ways to increase revenue, boost circulation, promote ad space . . . plus legal update . . . plus a special section of original, ready-to-use art for your ads and promotions. Call or write for details including our Double Guarantee of satisfaction. WEEKLIES' IDEA SERVICE, P.O. Box 6526, Mobile, Alabama 36606, (205) 476-6600.

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CHEMCO MARATHON 24" Roll fed camera complete with transport and log E LD-24 processor, 10 years old, \$15,000. Forrest Equipment Co, 2402 Buena Vista, Belmont CA 94002, (415) 591-1236.

PHOTOMECHANICAL EQUIPMENT

Pako film processor model 24-1.
Western plate coater, model 3M86.
Cosar 53 Densitometer.
Iconics plate processor, model TCM25-2
NuArc Ultra Plus platemaker, FT40UPNS.
Acti copy camera, model 204.

Call or write:

CONTINENTAL PRINTING MACHINERY
7881 Mastin St., Ste 201
Overland Park KS 66204
(913) 432-8276

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CREATIVE DATA SYSTEMS offers comprehensive circulation systems for newspapers with 10,000 to 100,000+ circulations. Designed to maintain total homes in market area. Adaptable to subscriber only basis. Provides on-line access to subscriber, route and carrier information. Produces daily and on-demand ABC, draw, bundle wrapper, carrier update package, truck manifest, mailing labels, includes auto billing, PIA billing/amortization, carrier routing, estimating, bond and magazine accounting, on-line district manager message system. Other systems available include Display A/R with extensive sales analysis, transient classified, payroll, accounts payable, newsprint, commercial printing, and cost accounting. Designed for IBM General Systems Division equipment. Contact CDS, PO Box 23054, Kansas City MO 64141. (913) 888-6755.

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(Remittance should accompany copy unless credit established).

- 1 week —\$2.75 per line
- 2 weeks—\$2.65 per line, per issue
- 3 weeks—\$2.45 per line, per issue
- 4 weeks—\$2.25 per line, per issue

Add \$3 per insertion for box service and count as an additional line in copy

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(Payable with order)

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- 3 weeks—\$1.75 per line, per issue
- 4 weeks \$1.55 per line, per issue

Add \$1.75 per insertion for box service and count as an additional line in your copy

Count approximately 39 characters and/or spaces per line
3 lines minimum (no abbreviations)

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The use of borders, boldface type, cuts or other decorations, changes in your classified ad to display. The rate for display-classified is \$68.00 per column inch minimum space.

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Tuesday, 4:00 PM New York Time

Box numbers, mailed each day as they are received, are valid for 1 year.

Editor & Publisher

575 Lexington Ave., N.Y., N.Y. 10022 (212) 752-7050

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Order Blank

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Address _____

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Phone _____

Authorized _____

Classification _____

Copy _____

☐ Assign a box number and mail my replies daily.

To Run: _____ Weeks _____ Till Forbidden

Please indicate exact classification in which ad is to appear

Mail to: EDITOR & PUBLISHER • 575 Lexington Ave. • New York, N.Y. 10022

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HENDRIX equipment repaired, all models (5700, 5200, 5100 etc). All work guaranteed, reasonable rates, fast turnaround. Call or write Computer Services Co., Dick Farr, Rt 5, Maryville TN 37801. (615) 982-5788.

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COMPUSCAN Alpha high speed scanner, scan disc W/24 C.P., 2 discs DR, 2 EDT terminals. 1 PAP TRD, 1 BRPE punch, 1 teletype. Please call for additional features and interface. (203) 531-4808, J. O'Hearn.

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FOR SALE—Stand up model Yale Fork Lift, electric with 2500 pounds lifting capacity. Comes with charger, \$4800. Call or write: Don Glockner, Box 46408, Seattle WA 98146. (206) 767-3350 days.

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MUELLER INSERTER model 227 three into one and one Mueller 227 two into one. Excellent condition. Model 545 Cheshire, 526 label head and 12 foot conveyor. Ed Hestley, (800) 527-1668.

KANSAS 320 inserter, very good condition, available immediately. Bill Schneider, (414) 784-0110.

SHERIDAN 48P inserter with 8 heads. Sheridan 24P inserter with 5 heads. Muller EM10 inserter with 6 stations. Muller 227 inserter with 3 stations.

All of these inserters are in very good condition. Installation service will be provided. We are also interested in purchasing mailroom equipment directly from individual newspapers.

NEWSPAPER MAILROOM SYSTEMS
11 Main St
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(617) 481-8562

SHERIDAN 24P inserter with conveyor and hand fly table, excellent condition. Box 30601, Editor & Publisher.

CUTLER HAMMER plastic wrap machines very good condition, available immediately. Graphic Materials Associates, Inc., Newspaper Mailroom Systems Division, 11 Main St, Southboro MA, (617) 481-8562.

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NEWSPRINT ROLLS all sizes. BEHRENS Pulp & Paper Co. 3305 W. Warner, Santa Ana, CA 92704. (714) 556-7130.

SPOT NEWSPRINT

OFFERED
Prices high but headed higher
RELIABLE DELIVERIES. ACT NOW.
Box 30325, Editor & Publisher.

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FOR SALE: 120 #96, 1 pocket wire floor racks, tabloid size, blue, \$3 each. (313) 641-7854, after 6.

PHOTOTYPESETTING

MAKING market in Mark I, II, III Photon Pacesetter. The Lookout, POB 205, Hopewell Junc NY 12533. (914) 226-4711.

IBM ELECTRONIC COMPOSER—perfect condition. Family Features Editorial Services Inc, PO Box 8398, Shawnee Mission KS 66208, (913) 362-4660.

COMPUGRAPHIC 2971TL and 2 Justopunchers. Also a Compugraphic 4861TL. Make offer. Interstate Graphics (802) 362-3112.

EQUIPMENT & SUPPLIES

PHOTOTYPESETTING

2 COMPUGRAPHIC 7700's, both hi-speed, one dual disc, one single disc, 1-2750. Fonts and width cards available. All three machines less than 1 year old, in excellent condition. Call Ray Thill or Dan Stovall, (201) 488-4676.

COMPUGRAPHICS

7200—\$2800. Computwriters—\$4000 2961—\$2300. Keyboards—\$1200. Justotowers, FHN Business Products, Church Rd., Mt. Laurel, N.J. (609) 235-7614.

IBM ELECTRONIC SELECTRIC Composer, excellent condition, \$6500; 10 fonts, \$20 each for lot, \$25 singly. Call Ron (415) 495-6944, workdays only.

TWO ECRM 700 series scanners (each with PDP 8E computers), \$5000 each. Two Tektronix 611 storage scopes, \$500 each. Taken out of service June 1979. Call or write Jerry Pollard, (205) 262-1611, The Advertiser Co, Caller Box 1000, Montgomery AL 36102.

PRESSES

22 1/2" CUTOFF GOSS HEADLINER, 4 units 2 half decks, 2 to 1 folder, available now. 21 1/2" cutoff Hoe Colormatic, 3 units, 2 half decks, available now.

4 wood Autopasters.
2 new Goss web width 55" or 56" cut down kit.
2 Goss double balloon formers, 1 is 23 1/4" cutoff, 1 is 23 1/2" cutoff.
2 4-unit Goss, Community oil bath
22 1/2" cutoff Hoe color convertible 4 units, available now. Many spare parts.
Goss Suburban, 2 units, and folder.
3 Wood single width reel tension pasters available now. Many spare parts.
BRAMBLE PROFESSIONAL PRESS INC.
Route 2, Box 225, Millen, TX 78501
(512) 682-7011.

COTTRELL V-15A, 3 units/folder.
Cottrell V-15A, 2 units/folder.
Cottrell V-15A add-on units (3).
News King 2 units/folder.
News King add-on unit—1972.
Coke King folder, 30 h.p. drive.
Hantscho, 22 1/2 x 36, 2 units/folder.
Magna Craft label machine
Custom-Bilt 3 knife rotary trimmer—1975.
INTER-WEB SYSTEMS
1836 Woodward St
Orlando FL 32803
(305) 896-4330 Telex 56-7471

2-unit News King, recently recond., 1964, located our plant, available now.
3-unit Goss Community, 1965, located Florida, available approximately December 1, 1979.
4-unit News King, 1966, low usage, located New Jersey, available now.
4-unit Vanguard, located Minnesota, low price, available now.
4-unit V-15A Harris, 1968, located Kansas City area, available December 1, 1979.
4-unit Goss Community, 1967, located New Hampshire, available now.
5-unit V-22 Harris, 1970, located Wisconsin, available Spring 1980.
4-unit "Cosmo" double width, 1974, 50,000 PPH, excellent press, available now.

We can arrange for removal, transportation, and installation of presses in buyer's plant.

For More Information:

INLAND NEWSPAPER MACHINERY CORP.
105th & Santa Fe Drive—P.O. Box 5487
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(913) 492-9050 Telex 42362

HARRIS-COTTRELL V15A, 4 units, complete with folder. Excellent condition. \$115,000 firm. BELL-CAMP, Inc. (201) 796-8442, Telex 130326.

1 GOSS COMMUNITY add on unit
Grease type, excellent condition.
2 1972 Daily King add on units with roll stands.

1 Reconditioned Color King folder with 30 HP GE drive.

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WEB LEADER, new 10/78, used little. 5-units, 20,000 ph, will fit in 46 feet. Also, Count-o-veyor hot, ink pump, Lek-tron roll truck, pallet lifter, camera, negative dryer, sinks, tables, etc. Forum-graphics, Marblehead MA, (617) 631-1277.

EQUIPMENT & SUPPLIES

PRESSES

COTTRELL V-22, 4 units, JF-4 folder with double parallel.
Cottrell V-25 folders, JF-1.
Cottrell V-25, 4-10 units.
Cottrell cross drive assembly.
Cottrell Vanguard V-15, 2 units.
Fairchild Color King 5 units, 1968.
Goss Community add-on units, 1969-76.
Goss Suburban 1500 series folder.
Goss SU folder, double parallel.
Goss Suburban, 8 units.
Goss Suburban add-on units.
Goss SC folders.
Goss folders: Urbanite, Suburban, SU, Community.
Goss Urbanite folder, 1970.
Goss Urbanite 1/4 folders.
Goss 4, 6, 8-position roll stand.
Gress flying imprinter 22 1/2".
Finn motor and control 40 and 75 HP.
WANTED: Newspaper equipment and complete plants.

IPEC, INC.

401 N. Leavitt Street
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Goss 1500 Suburban 4 units, 1969.
Goss 1000 Suburban 2 units, 1963.
Goss Urbanite units, folders, 64"-72".
Goss SC folders, 1975 and 1970.
Goss Community units, 66"-75".
Fincore 25, 30, 40, 50 60 HP motors/drives.
Harris V15A, 7 units 1972.
Harris JF25 Folder.
Harris V25 unit remanufactured.
Color King, 5 units, 1967.
New King, 4 units, 1964.
News King, 3 units, 1969.
King KJ 6 folder, 40 HP, 1969.

OFFSET NEWSPAPER EQUIPMENT
1820 Brainwood Industrial Ct NE
Atlanta GA 30329
(404) 321-3992 Telex 700563

MARK I HEADLINER, 25% by 72", 2:1 double folder, 1 color half deck, 6 flying pasters. IPEC, INC., 401 N. Leavitt St, Chicago IL 60612. (312) 738-1200.

6-UNIT WOOD WEB OFFSET Press consisting of: 5 Wood units (1 stacked), capable of printing color as well as black and white, 1 Harris Cottrell 1650 (16 page) printing unit manufactured 1975, 2 color humps (1 on stacked unit) 1 Wood double 2:1 folder with double upper formers, 5 Wood Electro Tab reels, tensions and pasters, 1 Cline reel with wood paster, 1 GE SCR solid state press drive with 7-55 HP motors, 1 Offen hot air dryer—10 foot 3 single chill rolls, 22 1/2" cutoff and manufactured 1967. Complete with all standard accessories including such items as Baldwin water level devices, air compressor, plate bender, transfer tables and reel room trackage, slitters, air bars, automatic blanket wash up device, etc.

Call, Write or Wire:

INLAND NEWSPAPER MACHINERY CORP.
105th and Santa Fe Dr. P.O. Box 5487
Lenexa, Kansas USA 66215
(913) 492-9050 Telex 42362

NEWSPAPER FOLDING machine, Stepper Fold n'tyer model #720. Folds up to 500 papers per hour. Card hopper attachment included. 1 year old. (201) 635-4666.

GOSS SC FOLDER with accumulator single paster, cross perf, 1/4 folder includes stacker, (no drive), mint condition.
2 position, 4 position and 6 position
Goss single width roll stands.
Goss newspaper press folders (Universal/Urbite/Urbanite/Suburban, Community, Harris, Fairchild, King, etc), speeds to 40,000 per hour.
Balloon formers, single width.
Baldwin 104 Count-o-veyor.
New Baldwin press washups (35').
Di-Acro plate bender.
30 x 40" NuArc NSFUP
DynaFlex 1523-9 plate processor.
40 double saddles, 2034.
32 single saddles, 2234.

4 Unit 1957 Goss Headliner, 22 1/2" with 2 color decks, single delivery folder.
6 unit Goss Headliner, 1961/63, 2 color decks, equipped with Di-Litho, no folder.
3, 4, 5 unit Goss Universal presses, color decks are available.
5 Unit Goss Suburban, complete.
Goss Cosmo, 4 units, double delivery sub-way folder, fed from roll arms.

WANTED TO BUY—36" Rewinder

UNIVERSAL PRINTING EQUIPMENT CO
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Lyndhurst NJ 07071
(201) 438-3744

EQUIPMENT & SUPPLIES

PRESSES

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folder with 1/4 folder, Write Box 30594,
Editor & Publisher.

LET US BE YOUR SERVICEMAN
Removals, installations, custom press engineering and rebuilding services. Web width reductions. . . Double width, single width, offset or letterpress.

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(913) 432-8276

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FACIT tape punches repaired—6 or 8 level, Facetaster. The Lookout, POB 205, Hopewell Junc NY 12533. (914) 226-4711.

WANTED TO BUY

IBM COMPOSER, IBM ESC, IBM fonts, IBM; camera, N. Gregory, 343 Clive Ave., Oceanside, NY 11572. (516) 764-2250.

FERRAG counter stacker in good condition. Must see in operation.
Box 27787, Editor & Publisher.

SHERIDAN 48P or 72P inserter.
Must see in operation.
Box 25954, Editor & Publisher.

MULLER 227 inserter.
Minimum 3 stations.
Box 25956, Editor & Publisher.

STA-HI 257 or
251 COUNTER STACKER
Box 25955, Editor & Publisher.

LATE STYLE
COTTRELL V22/25 AND 845
Box 2773, EDITOR & PUBLISHER.

CHESHIRE and Phillipsburg any condition. Call collect Herb (201) 289-7900 A.M.S., 1290 Central Ave., Hillside, NJ 07025.

MAKING market in Mark I, II, III Photon Pacesetter. The Lookout, POB 205, Hopewell Junc NY 12533. (914) 226-4711.

MULLER-MARTINI
Dynamo 259 or model 288 stacker. Write Box 29897, Editor & Publisher.

GOSS COMMUNITY OIL BATH with SC folder unit separate. Box 1983, Editor & Publisher.

NEED 1500 SERIES GOSS SURUBAN 4 to 10 INCH
BOX 200, EDITOR & PUBLISHER.

CASH FOR MARK I, IV,
and V Pacesetters
(614) 846-7025

NEEDED URGENTLY
Chris-McCormac saddle binders with E19 or E20 pocket. Digite-Glaser DG175 web offset press, Harris-Cottrell V15A 2 units web offset with double digest folder, Royal Zenith Zephyr 4 unit web offset, Lawson model C3-knife trimmer, 42" Polar spacer cutter, Muller Pony perfect binder, 47" Seybold Sabre III autospacer cutter, Macey saddle binder 6 station 10 years old or newer. Call Ridley Lewis, (214) 634-0558.

WANTED TO RENT OR BUY—Used Texas Instruments 765 bubble memory terminal. Must be in good condition. Contact PO Box 1042, Washington DC 20013.

2 UNITS of Goss Universal single width press and 2 roll stands. Must be in fair condition. Write Box 30450, Editor & Publisher.

NEWSPRINT WANTED, 29 and 30 inch Rolls—will pay top dollar for quantities of 20 tons or more. Confidential. Box 30533, Editor & Publisher.

ANGLE BARS for 82 14 1/2 Goss Metro press. Old style. Two sections, 1 left-hand, 1 right-hand, to add to existing 2-high. Economist Newspapers, Inc., 3555 S. Harlem Av, Chicago IL 60638, (312) 586-8800.

FRIDEN photo display 70 with fonts, good condition. Will pick up. Our Town Newspaper, Pearl River NY. (914) 735-7070.

Help Wanted...

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COLLEGE PARK
PROVOST OF THE DIVISION
OF ARTS AND HUMANITIES

Applications and nominations are invited for the position of Provost of the Division of Arts and Humanities. The Division has more than 3500 students majoring in its 16 departments and 2 colleges. Minimum qualifications are: Earned doctorate in a discipline of the Division; major scholarly accomplishments; administrative experience; and substantial involvement in undergraduate and graduate education. Applications and nominations, accompanied by a curriculum vita, should be received by November 1, 1979. Correspondence should be sent to: W. E. Kirwan, Chairman, Provost Search Committee, Chancellor's Office, University of Maryland, College Park MD 20742. The University of Maryland is an equal opportunity/affirmative action employer.

ACADEMIC

INSTRUCTOR or Assistant Professor in Journalism with minimum 3 years' newspaper experience. M.A. degree required. Ph.D. degree preferred, to teach reporting and editing. Should have experience with VDTs. Applications accepted until February 15, 1980. Employment will begin in September, 1980. Salary depends on experience and background. Equal opportunity, affirmative action employer. CONTACT:

Dr. Raymond W. Buchanan, Chairman
Department of Communication
University of Central Florida
(formerly Florida Technological University)
Box 25000
Orlando, Florida 32816

ADMINISTRATIVE

PUBLISHING FIRM EXECUTIVE—Ground floor opportunity for shirt sleeve MBA or equivalent to manage growth of small (\$2.5 million), thriving newsletter book publisher. Minimum 3 years top management with small firm. Working knowledge of direct mail essential. Washington DC area. Write fully about experience, salary requirements, personal interests. Box 30312, Editor & Publisher.

GENERAL MANAGER DAILY

This one is for a person who loves the great Northern outdoors. A 10,000 daily and Sunday, Zone 5, needs a General Manager strong in Sales and Marketing. Promotion to Publisher within year for right person. If this challenge appeals to you, write Box 30421, Editor & Publisher.

HELP WANTED

ADMINISTRATIVE

PERSONNEL MANAGER

Challenging new position with a dynamic growing newspaper in northeastern Ohio. Qualifications: BS or BA, minimum 2 years experience, familiarity with EEO, benefits administration, wages and salary administration and MBO. Send resume with salary request to Fred Schomer, Treasurer, The Tribune Chronicle, 240 Franklin St SE, Warren OH 44482. An equal opportunity employer.

LEARN HOW an E&P Classified can put you to work: sell or seek equipment, products and services; or maybe find that profitable weekly you've wanted to own.

HELP WANTED

ADMINISTRATIVE

WE'RE LOOKING for energetic, bright and underemployed people who would like to learn firsthand how to publish small to medium sized newspapers. All contact with us will be kept absolutely confidential. Send resume to Tom Worrell, President, Worrell Newspapers, Inc., PO Box 1407, Charlottesville VA 22902.

GENERAL MANAGER for Florida entertainment magazine. Heavy sales and administrative experience. Develop and oversee sales staff. \$300 per week salary plus 20% commission. Interview in New York. Resume and strong letter to Good Times, 230 Arlington Circle, East Hills NY 11548.

OUTCOME ASSESSMENT PROJECT COORDINATOR

The Western Interstate Commission for Higher Education (WICHE) is seeking a Project Coordinator for the Outcome Assessment Project. Will be responsible for the day-to-day coordination and management of the project. Has specific responsibility for selecting members of the Advisory Community; review the readiness of potential test sites; assist observer state to judge their readiness to put accountability systems in their mental health programs; and help both the test and observer state to arrange for training personnel in project interview techniques. Qualifications include: substantive knowledge in outcome assessment measures, interview techniques, program evaluation, intergovernmental processes, etc.; strong managerial skills; ability to work effectively with people of varying technical and nontechnical backgrounds; firm understanding and commitment to the concept and components of uniform outcome assessment and performance evaluation. Salary range: \$20,330 to \$28,462 plus excellent benefits package.

For complete positions description and/or submit resume, write to: Director of Personnel, WICHE, PO drawer P, Boulder CO 80302. Resume must be received by Friday October 26, 1979.

An affirmative action/equal opportunity employer.

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Address your reply to the box number given in the ad, c/o Editor & Publisher, 575 Lexington Ave., New York, N.Y. 10022.

Please be selective in the number of clips submitted in response to an ad, include only material which can be forwarded in a large manila envelope. Editor & Publisher is not responsible for the return of any material submitted to its advertisers.

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RAM	metro	\$50,000
Ad Dir	75,000	\$37,000
CAM	metro	\$35,000
Asst Ad Dir	metro	\$35,000
Mkt Dir	50,000	\$35,000
Ad Dir	wkly	\$32,000
RAM	100,000	\$30,000
Ad Mgr	wkly	\$30,000
CAM	wkly	\$27,000
RAM	75,000	\$26,000
Asst CAM	metro	\$25,000
Ad Dir	30,000	\$25,000
CAM	75,000	\$23,000
CAM	40,000	\$22,000
Ad Mgr	wkly	\$21,000
Ad Dir	30,000	\$20,000
Ad Mgr	wkly	\$20,000
RAM	wkly	\$20,000
CAM	wkly	\$20,000
CAM	25,000	\$20,000
RAM	25,000	\$19,000
Ad Mgr	20,000	\$18,000

CIRCULATION

Cir Dir	corp	\$35,000
Cir Dir	25,000	\$25,000
Cir Mgr	wkly	\$25,000
Prom Mgr	metro	\$22,000
Single Copy	75,000	\$21,000
State Mgr	50,000	\$20,000
Div Mgr	metro	\$20,000
Cir Mgr	30,000	\$20,000
Asst CM	75,000	\$20,000
Cir Supv	metro	\$20,000
Cir Mgr	15,000	\$20,000
City Mgr	metro	\$20,000
Home Del	metro	\$20,000
Cir Mgr	30,000	\$20,000
Div Mgr	metro	\$19,000
Cir Mgr	25,000	\$18,000
Prom Mgr	75,000	\$18,000
Asst CM	20,000	\$17,000
Asst CM	20,000	\$16,000
Cir Mgr	wkly	\$16,000
Cir Mgr	10,000	\$15,000
Cir Supv	metro	\$15,000

PRODUCTION

PR Mgr	metro	\$35,000
PR Supv	metro	\$35,000
Prod Mgr	metro	\$28,000
Prod Dir	50,000	\$25,000
PR Foreman	75,000	\$25,000
PR Supv	50,000	\$22,000
CR Supv	35,000	\$20,000
Press Supv	wkly	\$20,000
CR Foreman	wkly	\$18,000

EDP

Syst Mgr	corp	\$38,000
DP Mgr	metro	\$35,000
Syst Mgr	metro	\$35,000
DP Cons	corp	\$32,000
DP Mgr	100,000	\$30,000
Dir Prog	metro	\$30,000
Prog	corp	\$25,000
Syst Prog	metro	\$24,000
Syst Analyst	corp	\$20,000

COMMERCIAL

SALES

Atlanta - Sis Mgr	\$30,000
Chicago	\$30,000
Los Angeles	\$25,000
New York City	\$30,000
Central Ohio	\$25,000
Seattle - Sis Mgr	\$27,000

MANUFACTURING

Printing Mgr - Michigan	\$32,000
Production Mgr - Wisconsin	\$25,000
Plant Mgr - Georgia	\$40,000
Web Foreman - Ohio	\$23,000
Web Foreman - California	\$24,000
Goss First Pressman - Ohio	\$18,000

STAFF

Mechanical Engineer	\$28,000
Maintenance Supv	\$25,000
Industrial Engineer	\$25,000
Customer Service Rep	\$16,000
Estimator	\$17,000
Production Coordinator	\$17,000

GORDON WAHLS
Executive Search



610 E. Baltimore Pk., Media, PA 19063
215-565-0800

For further information contact
Pat Quinn - Newspapers
Roger Linde - Commercial

HELP WANTED

ADMINISTRATIVE

GENERAL MANAGER—Small community weekly in pleasant Zone 2 suburban area. Must have over all knowledge of newspaper operation preferably with extensive experience in sales and advertising. Good salary and bonus incentive along with excellent company benefits. A great place to retire. Send resume to Box 30587, Editor & Publisher.

LABOR RELATIONS MANAGER

The San Francisco Newspaper Agency, agent for the San Francisco Chronicle and Examiner, seeks an experienced Labor Relations Manager capable of assisting with contract negotiations, arbitrations, preparation of briefs, grievance handling and other labor relations activities. Successful applicants will have either a degree in Industrial Relations with 4 to 6 years experience or a law degree with 3 to 5 years labor law exposure. Highly competitive salary and excellent company-paid benefits. To apply, send resume to:

J.F. Kolder
Director of Personnel
and Industrial Relations
San Francisco Newspaper Agency
925 Mission St.
San Francisco CA 94103
An Equal Opportunity Employer

MARKETING DIRECTOR—Harte-Hanks medium size daily newspaper in Zone 2 needs a marketing director with publisher potential. The market is highly competitive and growth oriented. The challenge is here and so are the rewards. If you have advertising and marketing skills combined with a proven track record, this could be an excellent opportunity. Send inquiries and resume materials to Frank Puckett, Publisher, The Gloucester County Times, 309 S. Broad St., Woodbury NJ 08096. Equal Opportunity Employer.

HEAD ACCOUNTANT for locally owned newspaper group. Accounting degree, several years experience helpful. Data processing helpful as we are installing DEC tabs-8; inland cost study desirable. Salary open. Don Kramer, publisher, Casa Grande Valley Newspapers Inc., PO Box 639, Casa Grande AZ 85222.

ADVERTISING

RETAIL DISPLAY ADVERTISING MANAGER
LET'S NOT KID ONE ANOTHER... We want a professional Retail Display Advertising Manager with the following attributes: organized, company minded, good with detail, energetic, tenacious, goal and budget oriented, promotion oriented. You must have a proven history to direct and motivate a staff of 30+, and to assess and improve upon retail sales. If you are that person, then we would like you to talk with you—NOW! We have a professional team of advertising associates ready to assist you. We are one of the foremost (Zone 8) papers with a circulation in excess of 300,000. Send confidential resume to include salary history to Box 30512, Editor & Publisher. We are an equal opportunity employer.

DISPLAY SALESPERSON for quality weekly group. Poughkeepsie, New York, area. Call Mr. Richards, (914) 677-8241.

SALES MANAGER for a Zone 5 Shopper needed. Shirt sleeve self-starter to build sales force, sell accounts. Excellent opportunity in big market with progressive management. Situation highly competitive. Box 30504, Editor & Publisher.

AD MANAGER for Florida weekly newspaper. Experience in sales and promotion. Must be self-motivated, aggressive, and ready to take charge of total ad department budget. Send resume with salary requirements to: PO Box 8125, Orlando FL 32856.

DISPLAY AD REP \$18-\$22K

Established ABC regional needs bright in display rep. We offer a low base (\$1000/month) and a darn good commission rate (20%). Current reps average \$2200/month. Benefits, expenses and chance to live in Seattle also provided. If you're presently working at a daily or large weekly—and want more challenge/potential, write Box 30213, Editor & Publisher.

HELP WANTED

ADVERTISING

SALES PROMOTION MANAGER

This important new position will have high visibility and significant impact on the future of the Company.

Requires innovative self-starter with advertising and marketing experience.

Aggressive, results-oriented company of others excellent starting salary, fully commensurate with the scope of your responsibilities and qualifications. Outstanding company paid benefits including dental.

For prompt, confidential consideration, please send your resume including salary history and requirements to: David Martens, York Daily Record, 1750 Industry Hwy, York PA 17402.

AD MANAGER to sell ROP with 3 others, manage them plus 1 person classified department for small East Coast weekly group. \$20,000, bonus, insurance, car allowance. Write Mr. Loretta Nielsen, Search Consultant, Box 459, Summit NJ 07901.

ROCKY MOUNTAIN NEWSPAPERS looking for experienced ad salespeople. We have immediate openings for people to go to newspapers in Wyoming and Montana. Salary, working conditions and opportunity for promotion great. Give us a call at (307) 333-2263, or write Wyoming State Journal, Box J, Lander WY 82520.

RETAIL SALES MANAGER

Expanding suburban group in dynamic Denver needs retail advertising manager. Will oversee staff of 22 in selling local advertising for weeklies and twice-weeklies with 242,000 circulation. Write Personnel Director, Community Publications Co., 3501 E 46 Ave, Denver CO 80216. (Subsidiary Minneapolis Star & Tribune Co.).

ADVERTISING DIRECTOR

Medium size daily, part of a growing chain of newspapers located in 4 states is looking for an individual capable of managing and motivating a staff of professionals.

Must be an aggressive, dynamic, self-motivated person with expertise in all areas of advertising.

We prefer a people-oriented individual with a strong managerial background, capable of setting direction in a growth organization.

You can count on excellent fringe benefits including stock ownership. Salary commensurate with experience. Forward resume to O D Baily, Publisher, Delaware State News, PO Box 737, Dover DE 19901. An equal opportunity/affirmative action employer.

GROUP ADVERTISING DIRECTOR

Outstanding management position in southern Zone 2 for sales director with multiple weekly and small daily experiences. This is a growth challenge to an individual who knows how to develop group combination sales in both primary and secondary markets. Close to 3 major metropolitan areas. Respond with resume to Box 30184, Editor & Publisher.

ZONE 7 large weekly shopper, 72,000 circulation seeks strong individual capable of earning \$25-\$50,000 a year. Good draw plus excellent commission. Mr. Lesnar, (800) 843-6805 toll free.

ADVERTISING SALESPERSONS for Texas daily newspapers. Many member papers of our association are looking for advertising salespersons with 0-3 years experience. Our free placement service can help put you in touch with papers which are hiring. Send us your resume. Our 90 member dailies will hear about you. Write: Texas Daily Newspaper Assn., 3701 Kirby, #1110, Houston TX 77098.

CIRCULATION

COME TO THE SUN BELT. Experienced circulation manager for small daily wanting to grow larger. Send references and resume to Box 30559, Editor & Publisher.

CIRCULATION MANAGER position may be opening up in growing New Mexico city by the mountains. Must be experienced in ABC audit reports and carrier promotions. We are a 15,000 circulation daily. Send resume and salary request to Box 30429, Editor & Publisher.

HELP WANTED

CIRCULATION

CIRCULATION DIRECTOR for group of free weekly newspapers in metropolitan Sunbelt area. Circulation 140,000 weekly using motor route. Little Merchant and a counselor system. Must be familiar with all of the above and prior weekly circulation and distribution knowledge is a must. Salary commensurate with experience, good company benefits. Send resume to PO Box 280, Channelview TX 77530.

VOLUNTARY PAY

Circulation personnel trained in saturation delivery, voluntary pay techniques. All levels of experience needed. Weekly group in attractive Western location. Good pay benefits. Box 30297, Editor & Publisher.

GROWING MORNING, evening, Sunday newspaper, Zone 5, seeks individual to assist Home Delivery Manager in supervising 8 District Advisors. Individual must have 5 years experience in circulation. Opportunity for growth in large newspaper chain. If interested, write Box 30467, Editor & Publisher.

CIRCULATION MANAGER for three daily newspapers in southeastern Ohio with circulation totaling 19,000. Concentrate on sales, promotion and distribution. Mail resume to Robert Winget, Gallipolis Tribune, 825 Third Ave, Gallipolis OH 45631.

MEDIUM SIZE DAILY in central Ohio needs a city supervisor working with carriers. Must be strong on basics service, sales and collections. Send complete resume and references to Box 30435, Editor & Publisher.

WE ARE EXPANDING our newspapers and have need for an experienced circulation manager who has a proven record and is able to take complete control of setting up a complete circulation system. Salary commensurate with experience. Please send resume to Dick Stern, General Manager, Life Newspapers, 19 E 31 St, La Grange Park IL 60525.

ZONE MANAGER—The Register of Santa Ana, California, Orange County's dominant newspaper, 230,000 daily, 250,000 Sunday, has an opening for an experienced zone manager to be in charge of district managers. If you are considering a move, consider the beauty of Southern California. Box 30526, Editor & Publisher.

CLASSIFIED ADVERTISING

CLASSIFIED DISPLAY ADVERTISING SALES

Growing market area creates the need for additional sales personnel. Ideal candidate should possess proven track record in display sales.

Prefer 1-2 years experience but would consider lesser experience for right person.

Send resume including salary requirements to: James Queening, Classified Ad Manager, The Advocate, 258 Atlantic St, Stamford CT 06901. No phone calls please.

DATA PROCESSING

DATA PROCESSING MANAGER

The Oklahoma Publishing Company, a nationally-known communications corporation and publisher of the State's leading newspapers, is looking for an experienced manager to lead and direct 25 data processing professionals. Our data processing team is presently working in development of interactive applications on IBM 370/148 using data base and structured programming techniques. DEC system used in publishing.

Position reports to the Vice President and will require an outstanding person committed to results. We are looking for managerial skills as well as technical knowledge. Salary commensurate with experience. If a challenging position with a growth-oriented Sunbelt company appeals to you, send your resume to:

Personnel Director
THE OKLAHOMA PUBLISHING CO.
PO Box 25125
Oklahoma City OK 73125
Equal Opportunity Employer M/F

EDITOR & PUBLISHER for October 6, 1979

HELP WANTED

CLASSIFIED ADVERTISING

CLASSIFIED MANAGER

Award winning ABC weekly newspaper group, New York metro area, thorough knowledge of classified necessary. Submit resume and salary requirements to Personnel Department, Ridgewood News, 30 Oak St, Ridgewood NJ 07451.

CLASSIFIED ADVERTISING MANAGER

The Evening Herald, a growing 24,000 independent daily, located in Rock Hill, South Carolina, offers an outstanding opportunity to an ambitious, aggressive, tough minded individual with the ability and experience to manage all phases of a growing and progressive classified department. This position offers opportunity for personal and professional development. Achievement oriented pay and excellent company paid benefits including profit sharing plan. INTERESTED IN THIS CHALLENGING OPPORTUNITY? Send resume describing yourself, education, experience and salary requirements to Personnel Administrator, The Evening Herald, PO Box 11707, Rock Hill SC 29730.

CLASSIFIED MANAGER—13,000 daily. We are looking for an aggressive, self-motivated individual who is looking for a chance to prove himself. Advancement possibilities. This is a working manager's position with retirement program, profit sharing plan, insurance, etc. Salary plus incentive. Send resume to Marv Anderson, Advertising Director, East Oregonian, PO Box 1089, Pendleton OR 97801.

CLASSIFIED SALESPERSON

Career opportunity in classified for experienced salesperson with a history of success. Excellent compensation (\$15,000 ++), benefits, potential for advancement, pleasant working atmosphere. Newspaper Guild of New York, Local #3, is on strike at the Daily Journal. Be advised that we are seeking a replacement for a striker. Contact Dave McClain, (201) 354-5000, The Daily Journal, Elizabeth NJ.

EDITORIAL

COPY EDITOR

Northern New Jersey 60,000 circulation afternoon daily seeking excellent copy editor. Must be assertive with ability to take charge. Minimum of 1 year of reporting and 1 year of copy editing plus VDT and managerial experience a plus. Excellent salary and benefits. Resume and tear sheets to Box 30238, Editor & Publisher.

WOMEN'S EDITOR for Zone 4, 25,000 circulation daily. Writing, editing, layout and design, and managerial experience a must. Photographic experience a plus. Box 30319, Editor & Publisher.

CITY EDITOR for respected alternative San Francisco weekly newspaper. Administrative ability, editing/writing experience essential, particularly in our specialties of investigative reporting/consumer/cultural coverage. Write Mike Miller, Bay Guardian, 2700 19th St, San Francisco CA 94110.

DATA PROCESSING

HELP WANTED

EDITORIAL

CITY EDITOR for aggressive 6-day daily in competitive southern California. We seek a take charge individual with a flair for originality, a sharp detail-conscious editing style and an ability to motivate writers to best performance. Right person has position for further promotion, steady growth. Send resume, work samples and references. Box 30322, Editor & Publisher.

EXPANDING horse magazine looking for copy editor for rewrite, editing and proofreading. Salary neighborhood of \$12,000. English composition skills paramount; horse experience a plus. Resume and writing to Carol Clark, managing editor, Practical Horseman Magazine, 225 S. Church St., West Chester PA 19380.

OUR EDITOR is retiring and we have an opening for an aggressive reporter. Right person may work into editor's position. We're a three day a week newspaper plus weekly shopper. Apply to: G. Gobjczynski, Salem Times-Commoner, 120 S Broadway, Salem IL 62881.

EDITORIAL PAGE—We're looking for an energetic No. 2 person strong on the basics: editing, writing, layout. We are a progressive Sunbelt paper that has won national awards for concerned journalism. Blacks and women encouraged to apply. Shreveport Journal, 222 Lake St., Shreveport LA 71130.

REPORTER—HOUSING

Urban affairs reporter. Tests his field, seeks a reporter with understanding of real estate or housing finance. Willing to train a bright, self-starter who is eager to pursue housing/real estate subject matter in depth. Excellent salary and benefits. Wausau Daily Location. Send resume and relevant clips plus salary history to Box 30510, Editor & Publisher.

ASSISTANT CITY EDITOR to help supervise and develop staff of dozen reporters on outstanding Florida daily with circulation of 30,000. Excellent opportunity for one with proven reporting skills and supervisory ability. Send resume and clips to Steve Bosner, managing editor, The Herald, Box 921, Bradenton FL 33506.

IF QUALITY MATTERS we'd like to hear from you. The Clarion-Ledger, the leading daily in Mississippi has several openings on its Regional and Weekend staffs. J-degree or two years experience on newspaper required. Positions: Copy Editor, Bureau Editor, Assistant Regional Editor, Teen Editor. Apply in writing to Regional Editor, The Clarion-Ledger, PO Box 40, Jackson MS 39205.

AGGRESSIVE AND GROWING central Florida medium daily needs an assistant managing editor to match. The job includes coordinating the Sunday paper and special sections, some administration and serving as right hand person to the managing editor. We seek someone with solid background in both words and application. Send resume and nonreturnable work samples to Box 30492, Editor & Publisher.

ASSOCIATION of 11 newspapers in Wyoming and Montana seeking entry level reporter-photographers and advertising representatives. Excellent, proven advancement positions on a variety of organizational sizes. These are the West's best, as ranked in national association competition. Send resume to William C. Sniffin, Box J, Lander WY 82520.

THE STATES-ITEM is seeking an experienced journalist to cover metropolitan New Orleans real estate and to edit a weekly real estate tabloid with an emphasis on the needs of the homeowner. Basic knowledge of business and finance essential. Editing experience desirable. Send complete resume to Personnel Manager, The States-Item, 3800 Howard Ave., New Orleans LA 70140. An equal opportunity employer M/F.

SOLID, GROWING Zone 5 daily seeks city editor that can lead staff to the top. We're committed to becoming the best mid-size daily anywhere. Must have education, experience and ability to direct and inspire young but aggressive staff. Supervisory experience desired, but will consider candidates from ranks that have right instincts about local news. Send resume and letter explaining editorial philosophy to Box 30366, Editor & Publisher.

WANTED Ann Landers/Dear Abby type advisers. Write SEAPORT-EP, PO Box 7295, North Bergen NJ 07047.

HELP WANTED

EDITORIAL

THE DETROIT NEWS is interviewing experienced fashion writers who could replace the late Marj Kunz. Ms Kunz was the best in the business at identifying designer trends and translating them into practical suggestions to those on a moderate budget. You should have covered the New York ready-to-wear shows and possibly done Europe. You should be creative and extremely competitive. You should be smoothly professional in public and TV appearances. If you are the person to carry on a fine tradition in fashion reporting, call Ben Burns, assistant managing editor, (313) 222-2670.

SPORTS POSITION on medium sized southern tier New York State morning desk and on a fine tradition in desk work. Three years experience required. Box 30335, Editor & Publisher.

SPORTS EDITOR-REPORTER needed for one person staff on major semi-weekly in South Carolina. Good pay for person able to produce two lively sports pages weekly. Send resume. Recent J-school graduate acceptable. Box 30331, Editor & Publisher.

REPORTERS, SPORTS REPORTERS, COPY EDITORS

Experienced copy editors, reporters, and sports reporters needed for new regional desk and to fill other openings at The Syracuse Newspapers. We are also looking for 2 copy editors with experience in staff supervision. Resume, clips to: Cliff Hebard, The Syracuse Newspapers, Clinton Square, Syracuse NY 13221.

JOB HUNTING?

Get results by using Journalists Unlimited, the nationwide newsroom personnel service. Many jobs listed weekly. Reporters, copy editors, photographers, editors. We deal directly with client newspapers all over the U.S. Small registration fee, no other charge ever. Write for details to Journalists Unlimited, 9204 Cypresswood Circle, Lutz FL 33549.

BEGINNING REPORTERS resumes being accepted by award-winning small daily in N.C. Apply to Box 30439, Editor & Publisher.

GENERAL MANAGER with editorial management, VDT experience to run all operations, including editorial, for absentee owner of small East Coast weekly group. \$22,000 bonus, insurance, auto allowance, 2 weeks vacation. Write Mrs. Loretta Neilsen, Search Consultant, Box 459, Summit NJ 07901.

EDITOR to head staff of daily with 11,000 circulation plus 5 weeklies. Located on Maryland's Eastern Shore. Great area for hunting, fishing and boating. Must be community oriented, energetic and young, aggressive staff and provide editorial direction. Position requires managerial skills in addition to writing skills. Reply to Box 30597, Editor & Publisher.

COPY EDITOR—3 to 5 years experience in editing and sharp handwriting. VDT training, some layout skills helpful. For 5:30 pm to 1 am shift attached to night city desk. Complete resume, tearsheets and salary requirements in first letter. Good pay and fringe benefits offered by this 52,000 state capital PM daily. No phone calls. William M Jowd, managing editor, The Knickerbocker News, 645 Albany Shaker Rd., Albany NY 12212.

GOLF JOURNAL is looking for a highly literate copy editor to help produce one of the leading publications in the field. The person we seek must have a sincere interest in golf and have some background in the game. He/she must be able to generate story ideas that fit the magazine's format and turn rough copy into polished works. The candidate must be very strong in grammar because we consider ours to be the most literate magazine in the field. Golf Journal is the official publication of the U.S. Golf Association. Send resume to Robert Sommers, editor and publisher, Golf Journal, Far Hills NJ 07931.

SPORTSWRITER—Ideal opening for recent college graduate with sports writing experience. Daily AM newspaper. Send clips and resume to Ed Hauck, Dickinson Press, 127 W First St, Dickinson ND 58601.

REPORTER wanted for Nevada's largest newspaper. Must have experience and proven investigative skills. Write Bob Eisgruber, City Editor, Las Vegas Review-Journal, 1 PO Box 70, Las Vegas NV 89101.

HELP WANTED

EDITORIAL

STATE AND NATIONAL award winning community weekly looking for hard working, bright-eyed reporter/photographer. Some experience helpful, but not absolutely necessary. Proven advancement position and excellent training opportunity. Superior character traits required. Equal opportunity. Send resume to Green River Star, Box 592, Green River WY 82935. (307) 875-3103 for other details.

DESKPERSON

Medium size daily in highly competitive Zone 2 metro area. Must have weekly or daily experience in layout, headline writing and editing. Opportunity for growth and advancement. Send resume and salary requirements to Box 30486, Editor & Publisher.

EDITORIAL WRITER

Major Maryland daily has an immediate opening for an editorial writer with strong reporting background and instincts and superior writing skills. Knowledge of State politics and personalities preferred. Salary \$25,000. Confidential resume should be accompanied by a statement of the applicant's views on the three top issues of 1979 and his/her views on what constitutes an effective editorial page.

Editor & Publisher

Box 30479
An Equal Opportunity Employer M/F

FARM EDITOR for Midwest farm weekly. Some type of farm and journalism writing background desired. Send resume, salary requirements to Box 30472, Editor & Publisher.

WEEKLY WORLD NEWS, the exciting new news-oriented tabloid from the National Enquirer is looking for fast, accurate re-write people with a flair for layout and writing headlines. Write: Editor, Weekly World News, Office 10, 401 Lantana Rd, Lantana FL 33462. Enclose samples of work.

AGGRESSIVE REPORTER

Why freeze your butt off? Work it off in Florida sunshine for a 6-day, 16M PM that's thriving in spite of brutal competition. Starting pay is \$180-200 plus good benefits. 40 hour week, room for advancement with solid chain. Job is open now. Send 3 clips, 3 references and resume to Box 30445, Editor & Publisher.

DOES THE "ME-BEAT" WRITING HONESTLY ABOUT CONSUMER ISSUES? PEOPLE, LIFE AND LIVING EXCITE YOU? The Bellevue Gazette, an award winning 5000 PM is looking for an aggressive, articulate reporter to help us redesign our family pages. If you're an idea person who can meet the challenge, send resume, samples, references, salary needs and career goals to Bill Meyer, Editor, The Bellevue Gazette, 107 N SanDusky St, Bellevue OH 44811.

SMALL CONNECTICUT daily seeks aggressive, hard news oriented reporter for entry level position. Box 30487, Editor & Publisher.

READY TO MOVE UP?

We're building a file of prospective newsroom executives for our group of 17 North-eastern dailies. Our top slots are full at present but we need to know where talent is available. Creative news men and women who think they're ready for first or second ranking positions on small town or suburban dailies (ours range in circulation from 10,000 to 70,000) are invited to submit resumes and cover letters in confidence. All applicants answered; a few will be interviewed. Reply by mail only to:

Thomas Geyer
Ingersoll Publications
79 Hurley Ave
Kingston NY 12401

HELP WANTED

EDITORIAL

THE European Stars and Stripes, Darmstadt, Germany, is looking for a good reporter, preferably with investigative background. We want someone on the way up in the business, preferably a degree-holder and having at least 3 years of solid daily newspaper experience. The starting pay is \$15,920 a year, plus a large tax-free housing allowance. We are looking for good people to beef up a prize winning investigative team. Stars and Stripes pays your way to Europe and back, and will move your furniture. Only applications postmarked on or before 19 September 1979 will be considered. Apply to: Civilian Personnel Officer, European Stars and Stripes, APO New York 09211.

REPORTER

Washington State's largest newspaper seeking energetic, self starter with minimum of 3 to 5 years reporting and VDT experience. Resumes must include general assignment and Chicano affairs reporting.

Salary based on experience. \$302.25-453.85 per week. Excellent fringe benefits. Females and minorities encouraged to apply.

Send resume and clips to Thomas C Bryan, Personnel Manager, The Seattle Times, PO Box 70, Seattle WA 98111. Equal opportunity employer M/F/H.

EDITOR

We are looking for an experienced journalist to head up our nationally known group of suburban weeklies. We seek a person who has hired, trained, and motivated a news staff. You might be a No. 2 or No. 3 ready to lead your own staff and newspaper. This position requires makeup, editing, story assignment, and headline writing. We offer competitive salary, automobile allowance, liberal fringe benefits package and the freedom to grow and build upon a solid news foundation. We are located in a highly competitive midwestern city (over 1 million population). This position is currently vacant. Resumes to Box 30573, Editor & Publisher.

NEWSROOM OPPORTUNITIES

The Times Herald-Record, an award-winning 70,000 daily/Sunday in southern New York State seeks experienced journalists for its family living and news departments.

FAMILY LIVING EDITOR

Four years experience as lifestyles editor or first assistant on daily; feature writing, copy editing, layout, special sections experience required. Position stresses management, planning and oversight of 7-person department. Day schedule.

COPY EDITOR

3-4 years experience on a daily news rim, working hard news and feature, photo and layout. VDT experience required. Night schedule.

REPORTERS

Minimum 3 years experience on daily paper; hard news and feature writing. VDT experience helpful, but not required. Night schedule.

The Record is situated approximately 60 miles northwest of New York City. A tabloid, it has a circulation area of 2800 square miles covered out of Middletown, New York, and 8 outlying bureaus. Its news department has 67 people.

Box 30455, Editor & Publisher

HELP WANTED

EDITORIAL

IMMEDIATE OPENING for news/and or business editor with international publishing firm in Saudi Arabia. Arab/Middle East journalistic background and experience are essential. For Houston interview send resume and samples of writing to: SRM, Inc. Box 57, 2100 W Loop South, Houston TX 77027.

US CONGRESSIONAL CAUCUS seeks reporter with 2 to 3 years experience to cover a small or medium sized city. Prefer working up your own story ideas and are ready for the challenge of a highly competitive market. We have a rewarding slot for you as a general assignment reporter on a 40,000 Zone 5 PM and Sunday. Good pay, excellent fringes, opportunity to advance. Send resume and nonreturnable clips to Box 30598, Editor & Publisher.

GENERAL ASSIGNMENT REPORTER
If you have a year or 2 of experience on a small or medium sized city, prefer working up your own story ideas and are ready for the challenge of a highly competitive market, we have a rewarding slot for you as a general assignment reporter on a 40,000 Zone 5 PM and Sunday. Good pay, excellent fringes, opportunity to advance. Send resume and nonreturnable clips to Box 30598, Editor & Publisher.

CHURCH AND STATE are linked in many social justice concerns. National Catholic News Service needs reporter to specialize in federal government beat who knows Catholic church interest and involvement in national legislation. Apply in writing only to Thomas N Loring, Managing Editor, National Catholic News Service, 1312 Massachusetts Ave NW, Washington DC 20005.

THE DAILY MAIL in Anderson, South Carolina is looking for a careful, quick, creative copy editor who can:

- Spot errors and holes in stories and work with reporters to fix them
- Improve the readability of local and wire copy
- Write accurate, bright headlines that follow the rules
- Design attractive, modular pages
- Meet deadlines.

Send resume, references, tear sheets and letter to Tim White, acting managing editor, The Anderson Daily Mail, PO Box 2507, Anderson SC 29622.

PREMIER WRITING SLOT opened in a spirited feature section. Must be masterful story teller, proven writer, enterprising, versatile and innovative. Compensation to match talent. Major southeastern metropolitan newspaper. Send resume and clips to Box 30542, Editor & Publisher.

REPORTER—Prize winning 7M circulation daily seeks reporter on or before November 19 to join staff of 6 to replace city reporter headed for Europe. Prefer 2 years experience, but will consider well qualified beginner. Good benefits and pay according to experience. Write fully to Terry Houshold, managing editor, News-Sun, Kendallville IN 46755.

WRITER

Versatile, self-starting nutrition information writer. Duties to include news releases, features, radio and TV material, displays, as well as some meeting arrangement.

Background should include a degree in journalism, nutrition and 3-5 years public relations experience. Send resume to:

ROBERT E. KOWALSKI,
MANAGER NUTRITION INFORMATION
6300 River Road
Rosemont IL 60018
An equal opportunity employer M/F

FREE PLACEMENT SERVICE

Daily Newspapers

Send us your resume, we will duplicate and send it on current job openings. Editorial, advertising, circulation and back shop applicants welcomed.

New England Daily Newspaper Assn.
340 Main St., Room 527
Worcester, Mass. 01608

EDITOR—For newsletter group. Our publications cover tax strategy for small businesses; personal financial management; alternative investment strategies (precious metals, commodities, antiques, rare coins, etc.). Need working editor-writer experienced in these topic areas. Familiarity with free market economics essential. An unusual career opportunity. Write fully including salary requirement and samples of published writing. Box 29854, Editor & Publisher.

HELP WANTED

EDITORIAL

WANTED: Established writer to do controversial novel on the end of hunger, sickness, hate and greed. Not a traditional "religious" story. If you are money hungry, don't answer. Only one person gets full reply from me. Box 30528, Editor & Publisher.

LIFESTYLE/FAMILY PAGE EDITOR position open due to retirement. Must be an idea person, well organized with several years newsroom experience. Apply with resume to Robert Conrad, Editor, The Goshen News, Goshen IN 46526.

ASSOCIATE EDITOR weekly industrial newsletter. Minimum 4 years reporting experience, business, economics reporting preferred. Must have potential for managing editor slot. Major publisher, Washington DC location. Salary in high teens. Full benefits. Send resume and clips to J. Higgins, 441 National Press Bldg, Washington DC 20045.

FREELANCE

FINANCIAL/BUSINESS NEWS
Stringer, top pro with major daily or business publication, for steady hard-news assignments with respected, established national business newspaper. Good pay, A-1 journalistic standards. Reply Box 30369, Editor & Publisher.

WASHINGTON CORRESPONDENT—National consumer magazine based near Chicago needs part time stringer to cover federal, automotive, travel, energy, transportation news. Please submit feature writing samples, resume to Box 30602, Editor & Publisher.

GRAPHICS

GRAPHICS DIRECTOR—Small North-western daily considering reorganization of newsroom with city editor responsible for reporters and content and graphics director responsible for photographers and design. Write with your ideas and background. The Daily News, PO Box 2126, Port Angeles WA 98362.

JOB LEADS

PR/EDITORIAL Jobs nationally 200+ listings weekly. M. Sternman, 68-38 Yellowstone Blvd., Forest Hills, NY 11375.

MARKETING

A GROWING DAILY newspaper near San Diego is looking for an aggressive, creative, promotion/marketing specialist to run an expanding department. Send resume and examples of promotion and marketing work to John Armstrong, general manager, Times-Advocate, 207 E. Pennsylvania Ave, Escondido CA 92025. No telephone calls please.

MARKETING RESEARCH AND SERVICES MANAGER

Top New England metro daily seeks marketing professional to organize and supervise research department. Must have strong statistical research and analytical skills. Will work closely with sales areas to provide meaningful demographic information and reports. Will also direct consumer research projects, readership surveys and customized advertiser surveys. Should have proven track record with agency, print media a plus. Excellent salary and benefits package. Send resume in confidence to Box 30572, Editor & Publisher.

Equal Opportunity Employer M/F

HELP WANTED

PHOTOJOURNALISM

THE DAILY BREEZE, Torrance, California, has openings for a photo editor and a photographer.

The photo editor should be an experienced pro who is good at working with other editors and photographers. Color experience, layout and copy editing skills are essential.

The photographer should have 2 to 4 years experience in both black and white and color photography.

Resume to Jerry Reynolds, Managing Editor, The Daily Breeze, 5215 Torrance Blvd, Torrance CA 90509. No calls please.

The Daily Breeze is a 90M offset daily serving southwestern Los Angeles County. An Equal Opportunity Employer.

PRESSROOM

PRESS ROOM MANAGER

One of Southeast's most progressive newspapers needs a manager for its pressroom, with a recently-installed Metro and an Urbanite for commercial work. You'll need to have high standards, a strong Metro background, and be expert in four-color work. Our seven-day morning newspaper offers excellent pay and fringes and is located in the most attractive community in Florida, with rolling hills, tree-canopied streets, two universities, 45 minutes from the Gulf of Mexico. Send resume to Clyde Claiborne, Tallahassee Democrat, Tallahassee FL 32301. An equal opportunity employer.

PRESSROOM SUPERVISOR

with technical skills and supervisory or management experience. Growing small daily in Zone 2. Possible 2-shift operation with increasing commercial printing. 6-unit offset press. Excellent benefits and salary. Not a dead end job. Reply to Box 30488, Editor & Publisher.

PRESSPERSON for 9000 AM North Dakota daily. New 7 unit Goss press. Dark-room skills helpful. Send resume to Ed Hauck, Dickinson Press, 127 W First St, Dickinson ND 58601.

WEB OFFSET

PRESPERSON

Immediate opening for an experienced prepressperson capable of producing quality work on press, camera and in plate room. Cottrell V15 experience helpful. Should have management potential. Wages to match experience. Usual company benefits. Send resume to Ken Speed, Production Manager, Daily Gate City, 1016 Main St., Keokuk IA 52632, or call (319) 524-8300.

COME TO THE SUNBELT. Experienced offset prepressperson for small daily. Excellent opportunity for the right person. Send references and resume to Box 30560, Editor & Publisher.

LARGE METROPOLITAN DAILY has immediate opening for Goss Mark II pressmen in a non-union plant. Zone 6. Organization provides a growth potential with excellent salary and fringe benefits. All replies confidential. Send resume to Box 27824, Editor & Publisher.

PRODUCTION

34,000 CIRCULATION morning edition daily seeks a competent web offset prepressperson. Will consider all applicants but Goss Metro press experience preferred. Mechanical skills or aptitude a definite plus. Contact Mike Tomasiesski, assistant production manager, Messenger-Inquirer, PO Box 1480, Owensboro KY 42301.

PRODUCTION MANAGER—We are looking for an experienced, take charge manager to handle composition, camera and press rooms of our busy plant in Tucson, Arizona. We publish a sm-daily, four weeklies and large volume of commercial. Excellent equipment throughout includes 6-unit V-15 Harris. Excellent living and working conditions. Write or call Jack or Ed Jewett, PO Box 35250, Tucson AZ 85740. (602) 297-1107.

E&P CLASSIFIEDS
PRODUCE JOBS
FOR NEWSPAPER PEOPLE!

HELP WANTED

PRODUCTION

COMPOSITION SOUTHWEST

Progressive printer/publisher seeks outstanding compositions supervisor who is technically competent (in layout, markup, typesetting and pasteups), a skilled manager of people, and well-organized. OCR and VDT experience an asset. Terrific climate, growth company. Send complete employment and earnings history to Composition, 2312 Morrow Rd NE, Albuquerque NM 87106.

PROMOTION

PROMOTION/MARKETING

SPECIALIST

This professional position calls for creative participation in the production of a wide range of promotional materials for the Worcester Telegram & Gazette and Radio Station WTAG. The successful applicant will have the demonstrated ability to write clear, lively copy; aptitude for graphic design concepts; capability in using market research data and talent for dealing with the public. To apply, send resume to:

Director of Employee Relations
Worcester Telegram & Gazette
20 Franklin St.
Worcester MA 01613

PUBLIC RELATIONS

NATIONAL TRANSPORTATION ORGANIZATION seeks journalist for Washington DC headquarters to research and write news, feature and editorial material, and to make personal contacts with local and national press. Minimum two years newspaper reporting or equivalent experience required. Salary high teens. Send resume, samples and references to Box 30478, Editor & Publisher.

RESEARCH

RESEARCH ASSOCIATE

Established research department, Midwestern newspaper, 400,000 circulation, seeks researcher with 2-5 years experience in newspaper, media research or general market research. Must have strong statistical and analytical skills, with background in sampling and questionnaire design. Ability to apply research for sales presentations and communicate to top management.

Liberal opportunities to initiate research projects in advertising, circulation, editorial and public opinion polling. Master degree desired. Send resume to Glenn H. Roberts, Director of Research, Des Moines Register and Tribune Co., 715 Locust St., P.O. Box 957, Des Moines, Iowa 50304.

SALES

PROVEN go-getter already calling on newspapers wishes to materially increase commission income by adding line of parts and products. State area selling and products handled. Box 30372, Editor & Publisher.

Positions Wanted...

ADMINISTRATIVE

C.P.A.—Six years experience with newspapers as a radio controller. Box 30420, Editor & Publisher.

SEEK MANAGEMENT JOB—Have produced award-winning dailies, weeklies. Expert in layout, photo editing. Strong on ideas. Excellent teacher. Looking for more money to pay fuel bills. Box 30136, Editor & Publisher.

OPERATIONS MANAGER—Seasoned, people-oriented production and data processing manager is looking for a good newspaper in need of a real professional. Knowledgeable in all radio departments. Superb record and references. Box 30026, Editor & Publisher.

EDITOR & PUBLISHER for October 6, 1979

Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWSPAPER DEPARTMENTS & ALLIED FIELDS

ADMINISTRATIVE

TOP ADMINISTRATOR seeks more challenging management position with daily newspaper or group as General Manager or Assistant to Publisher with a future. Have the talent, experience and looking for the challenge. Prefer Zone 4, consider any. Box 30364, Editor & Publisher.

AD AND GENERAL manager with positive track record seeks weekly publisher position in the Pacific Northwest. Box 30325, Editor & Publisher.

PROVEN NEWSPAPER manager, now out, wants back in. If you seek a first-class performer, a 15¢ stamp will put you in touch with one. References and biography cheerfully furnished. Box 30365, Editor & Publisher.

41 YEAR OLD publisher has made an extremely unprofitable small daily profitable. Background includes 7 years advertising management on 90K group owned daily, 6 1/2 years general management on small private owned daily. Looking for new opportunity. Write Box 30600, Editor & Publisher.

ENERGETIC AWARD-WINNER—Quality and bottom line conscious. 14 years experience with 7 publisher. Daily and weekly experience. Some investment possible. Family man, multi-award winner. Box 30565, Editor & Publisher.

SYSTEMS MANAGER—Stable, industry recognized professional with in-depth knowledge of all technologies, a keen understanding of all newspaper operations, the ability to see the larger picture and great sensitivity to people and the bottom line. EE/IE/ME background. Reply in confidence to Box 30390, Editor & Publisher.

ADVERTISING

ADVERTISING SALESWOMAN—Post sought on medium size or large daily, 3 years experience, excellent references. Dynamic, hard worker. Minimum \$15,000 plus incentives. Please send information to Box 30298, Editor & Publisher.

MANAGER—over 5 years experience with black weeklies looking for challenge and growth with progressive general weekly or small daily in Zone 3. Box 30571, Editor & Publisher.

ARTIST

COMMERCIAL ARTIST for General Motors. Cartoonist for 3 weeklies. Seeking new career in daily. Solid portfolio. Bob Seymour, 4651 Grato Rd Ln, Stow OH 44224.

CARTOONIST

NEED A CARTOONIST? I'm your man. Newspaper experience and strong portfolio of political and sports cartoons. Box 30556, Editor & Publisher.

CARTOONIST, 43, retiring due to slight disability. Seeks position on small or medium daily. Pay not important, work is. Box 30589, Editor & Publisher.

CIRCULATION

CIRCULATOR: Age 36, 15 years management and promotion experience on dailies and weeklies, looking for a challenging opportunity. Box 30172, Editor & Publisher.

HOUSTON or Texas. Circulation manager, 7500 daily, 30 years experience. Seek work. Box 30494, Editor & Publisher.

MANAGER with 12 years experience in 18-21,000 dailies and TMC products is seeking number one position in comparable size or supervisory in larger. Prefer west of the Mississippi. Box 30423, Editor & Publisher.

CIRCULATION MANAGER—15 years experience. Knowledge of Little Merchant, TMC and ABC. Strong on promotion. (914) 692-5865.

Circulate Your Jobs, Services, Talents to the Largest Newspaper Audience in the World with E&P Classifieds

CLASSIFIED ADVERTISING

CAPABLE and effective classified management. 20 years experience all phases. Write Box 30527, Editor & Publisher.

EDITORIAL

AIR FORCE VET with six years experience, four as award-winning staff writer on USAF weeklies, seeks daily, biweekly or PR slot. Prefer Texas, will consider all offers. Strong community news, rewrite features, sports, features, news, and general news. BS-J. Available November 10. Sgt. John Donlon, 86 TFW/USAF, PSC 1553, APO New York 09021.

EDITOR, WRITER

An outstanding professional with solid experience and finest credentials. Lucid writer, painstaking editor. Creates ideas, assumes responsibility. Knows where to look, what to ask, how to evaluate. Whether editing copy, writing a column, or laying out a page, observes but one standard: excellence. Past 12 years on major daily. Learned basics on small daily, weekly. Forte is editorial page. Writings include editorials, nationally-syndicated column, daily local feature column, special signed articles, hard news, speeches. Seeks position as daily or weekly editor, editorial writer/page editor, columnist, or special writer. Please describe job and tell what you offer a person of exceptional experience and ability. Box 30130, Editor & Publisher.

14 YEARS company publications, 7 years newspaper reporting, 2 years varied sales. Competent, dependable, adaptable. What do you need? I need a job and will pay relocation. Bob Guibord, 14133 Breakfast, Redford MI 48239.

BUSINESS WRITER, several years experience seeks position on metro daily. In Washington DC now, have covered business from the CEO to the entrepreneur, plus all levels of government. Box 30359, Editor & Publisher.

PHOTOGRAPHER with national credits and strong magazine design background, as well as extensive editorial experience. Desires to leave Texas. Have been an art director and a managing editor. Seeking a position as a photo editor or graphics director. Will accept photography position if the job is right. Franco Cernero, PO Box 6108, San Antonio TX 78209. (512) 826-1274.

EDITORIAL position sought by former public relations writer with mastery of language and original mind. Weak on production know-how but can learn quickly. New York City only. Box 30309, Editor & Publisher.

COPY EDITOR will add authority, vitality to major daily's desk. Capable, creative pro. MET experience, layout flair, sound judgment, steady temperament. Solid man for solid spot. Box 30307, Editor & Publisher.

CREATIVE young Motor City writer-editor seeks challenging position. Strengths: Entertainment, State Politics, Education, Willing to relocate. Box 30434, Editor & Publisher.

LIFESTYLE EDITOR—Proven success in reaching 18-35 audience, plus editing experience on two of East's top dailies. Box 30426, Editor & Publisher.

ENTERTAINMENT WRITER with strong arts background seeks position with large daily. Six years as newspaper critic, two as entertainment editor. I've worked in the theatre, have studied and taught film; that means reviews, profiles and features that are lively and knowledgeable. Box 30103, Editor & Publisher.

PHOTO EDITOR—Experienced in layout, initiating worthy assignments, judging local and wire photos expertly, directing use of color art. Extensive background as Metro photographer and supervisor. Nelson Tiffany, 28152 S. RidgeCove Ct, Palos Verdes CA 90274. (213) 541-7503.

NEWSWOMAN, 23, two years strong police background. Also covered general, courts and education. Instinct for human interest. Seeks larger city paper. Box 30473, Editor & Publisher.

EDITORIAL

NEED NEWSROOM PERSONNEL?

Journalists Unlimited, the nationwide newsroom personnel service, has them. Reporters, copy editors, photographers, news editors, managing editors. You can get fast results by phoning or writing us. No fee unless we place applicant with you. Journalists Unlimited, (813) 973-3619, or write 9204 Cypresswood Circle, Lutz FL 33549.

COPY EDITOR—4 years experience daily copy desks. Recent MA in drama. Would like to return to desk work, interested in film-theatre reviewing. Contact Mike Horenkamp, 315G Northland Dr, Lexington KY 40505. Call (606) 254-9652 or 252-0331.

BRING READERS to your editorial page. Hire a pro to make it sparkle. Managing editor Zone 5 daily seeks return to writing. Conservative-libertarian in touch with the world and city hall. Solid layout, sprightly columns. Zones 3, 4 or 6. Box 30452, Editor & Publisher.

WASHINGTON CONSERVATIVE journalist-PR. Top contacts. Reopening own shop, seeks "Your man in Washington" accounts. Re your needs. George Fowler, 1052A National Press Bldg, Washington DC 20045.

PROVEN public affairs reporter seeks reporting job with mid-sized daily or weekly in Zone 5 or 6. Former state government intern for the Chicago Sun-Times. Resume, clips and reference on request. Ray Urchel, 6052 S Narragansett, Chicago IL 60638. (312) 586-7666.

AMBITIOUS, enthusiastic recent J grad seeks position on daily or weekly newspaper in Boston or New York area. Specializes in features but also experienced in general assignment. Box 30580, Editor & Publisher.

WANT NEW LIFE?—Energetic and innovative editor can boost your daily with new look and good solid coverage. A proven pro. Now city editor of medium-size PM daily. Box 30564, Editor & Publisher.

RELIGION WRITER/COLUMNIST seeks major slot. Paul R Carlson, Box 121, Edenton NC 27932. (919) 482-8842.

NEWSROOM LEADER—Energy, excellence, extensive managerial experience (includes editorship of small daily); 28; 5 time award winner; I'm on my way up; let me give your mid-sized daily a lift! Box 30550, Editor & Publisher.

TOTALLY COMMITTED editor with references is re-entering journalism following sabbatical in film scripting and production. Desires shirt-sleeves editing, layout and supervisory position, with opportunity for growth in responsibilities. Flexible, people-oriented, good teacher and hard worker with background on fine metropolitan daily. Married, 36 years old. Bob Lindsey, 919-A Palace Way, Richmond VA 23233. Write or call (804) 740-7870 in evenings.

EDITORIAL

WEEKLY experience: news, advertising. J-School grad, female. News or news/ads. Box 30561, Editor & Publisher.

COPY EDITOR with experience in Midwest. Box 30544, Editor & Publisher.

AWARD-WINNING investigative reporter seeks new challenge. Box 30543, Editor & Publisher.

AWARD WINNING photographer-feature writer, looking to move to daily newspaper. Also strong in layout and design. Call Jim (712) 439-1138 before 8:30 am.

EX-MANAGING EDITOR of small daily seeks responsible job on medium or small daily after long absence in industry. Youngish, healthy 58. Relishes local editorials, layout, local coverage, proper English, meeting deadlines within budget. Box 30530, Editor & Publisher.

PHOTOJOURNALISM

READ NO FURTHER if happy with mediocre picture coverage. Creative, sharp-eyed photographer, 8 years experience with daily/weekly/wire service, chief photographer with Zone 6 dailies seeks staff position on picture-conscious publication in Zone 5. Will provide shots with stopping power, impact and meaning. Clips and portfolio. Box 30433, Editor & Publisher.

NOT JUST ANY PHOTOGRAPHER—Spot news, action sports and feature. Self equipped, ready for work anytime. Box 30584, Editor & Publisher.

EXPERIENCED news photographer is seeking a position with a small or medium size daily paper. Relocation presents no problem. Write: D L Widmaier, 4014 W Claremont, Phoenix AZ 85019. (602) 937-2969.

PRODUCTION

GENERAL FOREMAN—Knowledgeable all facets production. No more challenges here. Box 29750, Editor & Publisher.

PRODUCTION MANAGER—Stable, proven performer with impeccable record and extensive computer knowledge and experience. Strictest confidence. Box 30034, Editor & Publisher.

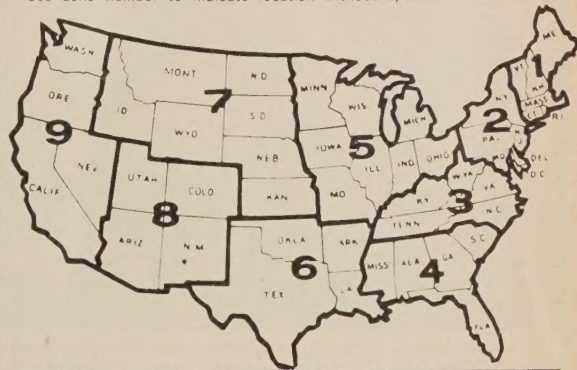
PUBLIC RELATIONS

PR DIRECTOR in non-profit field seeks position in New York City Area. Box 30310, Editor & Publisher.

VERSATILE WRITER with BA, MA (University of North Carolina). 5 years PR/advertising/sales promotion/insurance/publications in major Richmond, Virginia corporation. Also consider non-corporation offers. Zones 3, 4. Prior experience in education. 2234 Kingsbrook Dr, Richmond VA 23233.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification



First Amendment insurance

It is a sad commentary on the present state of our First Amendment guarantee of a free press that the press should find it necessary to establish a "First Amendment Defense Insurance Program."

Through this insurance program developed by the Mutual Insurance Company, Ltd., of Bermuda, at the request of the American Newspaper Publishers Association, newspapers can recover legal costs incurred in challenging actions by the government and the courts "which are contrary to the Constitutional rights of a free people's free press."

It is necessary because the First Amendment guarantee is constantly under assault by the courts and the government and the high cost of litigation can be underwritten only by the largest and wealthiest newspapers. Small newspapers, unless assisted by others, may choose not to become engaged in a costly legal battle.

Neither press nor public can afford to let First Amendment rights deteriorate by default. If an insurance program will help in that battle, then sobeit and welcome.

There is a danger, however, that the press may forget the public has the largest stake in the preservation of the First Amendment.

The public's support must be obtained in every way and must be fostered where it may not exist.

Just such a program is being offered by the Ohio Newspapers Foundation in connection with National Newspaper Week Oct. 7-13.

It is a national essay contest on "What the First Amendment Means to Me" open to all persons in the U.S. The Ohio Newspaper Foundation is putting up national prizes of \$1,000, \$300 and \$200 for first, second and third. It is hoped that individual state associations and the Newspaper Association Managers will participate by promoting the contest locally as well as adding local prize money.

This is offered as a special feature of Newspaper Week which is already upon us but the essay contest is so good it could be conducted locally at any time.

The current program calls for each participating newspaper to pick its own winner, then each participating state association to select a state-wide winner, with the national committee making its selection and announcing a winner at the National Newspaper Association's Government Affairs Conference next March.

This is a grass roots program designed to spark the people's interest in a basic right which slowly but surely can be taken away from them if someone—meaning they and the press—do not

stand up and fight.

It may be too much to hope for, but it is possible that if enough people get riled up about this issue and take a positive position in favor of a free press and the First Amendment there might not be any need for an insurance program.

Sean MacBride to address IAPA

Sean MacBride, chairman of UNESCO's International Commission for the Study of Communications Problems, will be one of the principal speakers at the 35th general assembly of the Inter American Press Association in Toronto, Canada, Oct. 15-19.

George Beebe of the *Miami Herald*, until recently chairman of the World Press Freedom Committee and the next IAPA president, will moderate the program at the Four Seasons Hotel. Other speakers will be German Ornes, *El Caribe*, Santo Domingo, IAPA president, and Roger Tatarian, journalism professor at California State University and former editor of UPI.

In addition to its annual review of the state of press freedom in all countries of this hemisphere, IAPA members will hear a discussion of "Challenges to the Free Press in the Decade Ahead" by Stuart Keate, *Vancouver Sun*; A. Roy Megarry, *Toronto Globe & Mail*; Lee Hills, Knight-Ridder Newspapers; Luis Teofilo Nunez of *El Universal*, Caracas; and Walter Fredrickson, Harris Corp., Florida.

Toronto newspapers will be host at an opening night reception and dinner.

Pa. daily publishes grade school paper

A new elementary level newspaper called *The Cub Reporter* was introduced to schools by the *Lansdale* (Pa.) *Reporter* in September of 1978. This edition is designed for young readers.

The Cub is published four times a year by the Educational Services Department of the Reporter newspaper. It is printed on the paper's presses and published on 'dinky size' newsprint, with a pressrun of 6000.

Activities in The Cub Reporter have either an objective or a lesson plan designed for students in grades K to 4; however it can be utilized by students in upper grades.

Prior to its publication the concept was researched and evaluated by educators in the area schools, and judged to be of excellent educational value for the grade levels for which it is planned.

Hearst acquires 3 dailies from Lee

The Hearst Corporation has entered into an agreement for the purchase of three daily newspapers from Lee Enterprises, Inc.

The three newspapers, for which Hearst will pay \$16.0 million, are the *Midland* (Mich.) *Daily News*, the *Huron* (Mich.) *Daily Tribune* and the *Edwardsville* (Ill.) *Intelligencer*. All three are published afternoons and have combined circulations of 34,000. The papers were acquired by Lee from Lindsay-Schaub Newspapers, Inc.

The announcement was made by Frank A. Bennack, Jr., president and chief executive officer of The Hearst Corporation and by Lloyd G. Schermer, president of Lee Enterprises, Inc.

With the acquisitions the number of Hearst Newspapers increases to 13 with five new acquisitions this year. Hearst acquired the *Midland*, Texas and *Plainview*, Texas newspapers in January, 1979. The Hearst Newspapers have circulations of approximately 1.4 million daily and 2.5 million Sunday.

Robert J. Danzig, vicepresident and general manager of Hearst Newspapers said: "We are highly enthusiastic about the opportunities for these newspapers and the communities they serve. Each has a fine record of journalistic quality and commitment to its community. We intend to continue the staff and general policies which have built that record."

Western shoppers form association

More than 300 shopper publishers from an eight state area have formed a Western States Publishers Association.

The group elected Eugene Kabet, publisher, *Claremont* (Calif.) *Shoppers Guide* as president; Steven M. Ellman, general manager, *Phoenix Arizona Penny Saver*, vicepresident; Rory Whittaker, publisher, *Redwood City* (Calif.) *Ad-Visor*, vicepresident; and Roderick M. Black, publisher, *Fremont* (Calif.) *Dollar Saver*, secretary-treasurer.

Headquarters of WSPA is in Tempe at 1027 W. 23rd St.

The aims of the group are to "derive benefits through strength and unity in representation, professionalism and the highest standards of performance through seminars/workshops."

The shopper field has a national organization, located in Madison, Wisc., called the National Association of Advertiser Publishers.

35¢ for singles

Janesville (Wisc.) *Gazette* increased its daily single copy newsstand price from 25¢ to 35¢ effective October 1.

EDITOR & PUBLISHER for October 6, 1979

The evidence had been growing for years.

But it took a recent documented report of the U.S. Census Bureau to break the story: Over 90% of the people in nursing homes are satisfied with their care and their surroundings.

Ninety percent! And that approval figure is even higher for their next-of-kin.

The nursing homes that are members of the American

It took the Government to break this story.

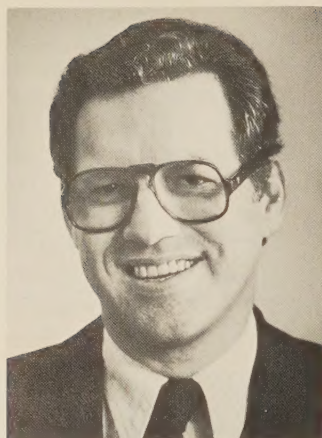
Health Care Association think this report—an objective review of residents' satisfaction with nursing home surroundings—is front page news. Not because it breaks a new story. But because it breaks an old stereotype. And for the families who need professional nursing home care, it will help break through the confusion and uncertainty that often is associated with this emotional decision.



For more information on the Census Bureau report, or progress by America's professional nursing homes, contact:

ahca

Community Affairs, American Health Care Association, 1200 15th St. N.W. Washington, D.C. 20005



"When we committed this year to an important new project—a morning edition to supplement our afternoon ones—we also committed to the best paper we could produce. This meant, of course, adding UPI to our wire services. We believe UPI is a major factor in any successes our new edition has attained."

Robert Bentley
Robert Bentley
Editor, Trenton Times

The Trend Continues.

There's little more we can add to a vote of confidence like this. Except to say that UPI is obviously happy to be delivering its service to the Trenton Times.

And to point to another obvious fact: more and more papers are discovering that UPI makes it possible for them to deliver more news, more in-depth news, more of what their readers are looking for.

If you're not a UPI subscriber, the next step is also obvious.

UPI The News Company

TRENTON TIMES A.M. EDITION
TRENTON, N.J. THREE SECTIONS, 32 PAGES

News, A3
Bible college building

People, B1
Pregnancy course is born

Stabbed in chest, Pope Paul 'smiled sweetly'

St. Luke

MAN CITY (UPI) — The late Pope Paul VI was shot in the chest during a 1978 assassination attempt in Manila. Benjamin Mendoza Y Amor said the pope was smiling after the attack.

— If you ask me what the pope's most beautiful smile was, it came during the attempt on his life in Manila. After I pushed back the attacker, who had wounded Paul in the chest, fortunately not lethally, I turned to face the pope. Macchi said: "I WILL NEVER forget his sweet smile. And when I met my eyes it was as if he were somehow chastising me. It was as if he (the pope) was saying to me, 'I am not a saint, but I am a man.'"

— Pope Paul, then 73, was in the midst of a six-city, 29,000-mile Asian tour when Mendoza, a 35-year-old surrealist painter, attacked him with the dagger as the pope walked through an airport receiving line. It was the first papal assassination attempt in modern history, the Vatican said.

— The painter, who shouted "death to superstition" before being wrestled to the ground, served a four-year prison term for attempted murder.

— HE SIGNED a statement in November 1970 saying Philippines President Ferdinand Marcos had physically prevented him from killing the pope. Observers said Marcos was not close enough to the pope to attempt the killing.

— Macchi also said the pope often wore the coat of arms as a symbol of penitence.

— He said Pope Paul wore the coat of arms during religious ceremonies from the time of his youth.

— Many of those who watched the pope during the 1973 Holy Year had heard of his physical exhaustion with which the pope had possibly imagined that, in arthritis, his sides were covered with sackcloth, some of which people had seen.